

Our strategy



Our purpose

To help our trade customers achieve exceptional results for their customers and to profit from doing so.



Achieved via:

Our long-term strategic objectives

Reach more builders

Grow market share. Increase trade convenience.



Product innovation

The right amount of the best product, at the best price.



Operational excellence

Increase customer service, efficiency, trade value and profitability.



Prudent financial management

Giving us the tools to do the job.



Measured by:

KPIs (page 28)

- Sales growth
- Profit before tax
- Cash
- Depot openings
- Health & Safety
- FSC® or PEFC certified raw materials
- Waste recycling

Underpinned by:

Our medium-term strategic initiatives (page 21)

- Evolving our depot model
- Improving our product range and supply management
- Developing our digital platforms
- Expanding our international operations

