

Our strategy

Our purpose

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

Our medium-term strategic initiatives help us achieve our purpose by increasing market share and profits while delivering for our customers.

Evolving our depot model

- to provide the best working and trading environment and use space efficiently.

 See page 25

Developing our digital platforms

- to raise brand awareness and support our business model.

 See page 27

Improving our product range and supply management

- to help customers' buying decisions, improve service and enhance productivity.

 See page 26

Expanding our international operations

- to expand our presence in attractive kitchen and joinery markets outside the UK.

 See page 27

Underpinned by our **long-term objectives** to drive sustainable future growth

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

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

 See page 28