

## Vision, Mission, and 2007 – 2008 Plan:

- ✚ **To** serve all our client in the industry and trade with our utmost abilities, introducing the best quality, most competitive prices professionally, accurately, and as punctual as possible.
- ✚ **To** cover all segments of the market whether its wholesale, retail, and projects, (public or private) from both types of our products, locally manufactured, or imported.
- ✚ **Introducing** new standards and ways of business to our clients and competitors.
- ✚ **Conserving** our business and friendly relationship with all international, Pan Arabian, and local companies, and to develop those relationships to best level possible.
- ✚ **Competing** in all possible ways with imitation products (low quality) coming out of China and elsewhere, in this we are consistently communicating with all concerned government departments doing our utmost to prevent the entry of under standard products whether it competes with our products or not.
- ✚ **Participating** in most of the international and important trade shows and fares is one of our goals which are a great opportunity for developing business.
- ✚ **Participating** in all local and Pan Arab Industrial and Trade Shows.
- ✚ **Participating** in most of the Western, and or international projects in Jordan especially like JUSBP, EJABI, JUMP which usually allows us to keep in touch with the western Economical activities in Jordan and elsewhere.
- ✚ **Encountering** nearby booming countries like UAE, Saudi Arabia, Sudan, Qatar, Yemen, Algeria, Libya, and Sudan. Where Iraq, Syria are already tackled and looking for a partnership with some public and private companies.
- ✚ **Constantly** updating the inventory of our Zerka Free Zone Facility since it's our main center for re-exporting our products to all countries.

## 2007 -2008 Plan

- ❖ **Establishing a Pan Arab marketing and sales company on 3 year program in 2-4 countries other than Jordan to market, and sell all our products, which after 3 years shall cover all the nominated countries.**
- ❖ **Seeking a joint venture relationship with an international company preferably US or European Company to produce one of the following items in our facilities in Jordan:**

**Ballasts:** (Magnetic, Electronic, Mercury, Sodium, and Metal Halide).

**Street lighting Fixtures,** and or out door lighting or Street poles

**Miniature Circuit Breakers** single and triple phase,

**Distribution Boards** Single and triple phase.

**Wiring and Cable accessories**

**Wires and cables production lines**

**The type of relationship, size of investment and other details are applicable according to discussions.**