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## **Company Objective**

- → Owen Taylor will continually strive to be the leading catering butcher in the East Midlands.
- ★ We aim to improve profitability by growing sales year on year, improving customer satisfaction and making continual improvement efficiencies throughout the business, therefore creating a sustainable competitive advantage within the market.
- ★ We will continue to develop new, innovative and award winning products in order to maintain our position and brand in the market.
- → Our people will continue to be fundamental to our business. We will train, develop and review our human capital in order to ensure that we have an efficient, effective and highly motivated team providing opportunities to progress their careers within the business.
- ★ We will comply with laws, regulations and guidelines applicable to our business.
- → We aim to support charities and the local community wherever possible.





