






## VISION STATEMENT

The purpose of a strategy is to support the efforts of the Board of Directors and the Executive Team to build a sustainable business that achieves its long-term vision. Everything we do throughout the company will be founded on the Sidey Core Values.

## CORE VALUES

-  Focusing on customers needs is our priority
-  To supply innovative and sustainable products and services of a consistently excellent quality
-  To excel in communicating and team-working with all stakeholders including our customers, partners & colleagues
-  To develop the capabilities of our people and to enhance their job satisfaction
-  To strive to create true partnerships with our customers, clients, people and supply chain
-  To continue to grow the health and profitability of our business
-  To take pride in everything we do

## SIDEY'S MISSION

To lead in the provision of housing and construction industry products and services by out pacing our competition through the sheer excellence of all that we do.



To be the best does not necessarily mean being the biggest; but it does mean being:

***The Natural 1st Choice for our Customers***

