

Our strategy

Our purpose

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

Achieved through:

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

Supported by:

Our medium-term strategic initiatives [page 25](#)

Evolving our depot model

- Rolling out updated depot reformat
- Using space more efficiently
- Creating a better place for our customers to do business in

Improving our product range and supply management

- Helping customers' buying decisions
- Improving service and productivity

Developing our digital platforms

- Supporting our business model
- Raising brand awareness
- Delivering productivity gains and sales leads

Expanding our international operations

- Attractive markets outside the UK
- Expanding to deliver further shareholder returns