

# 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.

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### Developing our digital platforms

- to raise brand awareness and support our business model.

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### Improving our product range and supply management

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

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### Expanding our international operations

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

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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

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