

Business Plan

Primary Objectives

1. **Sales** - Increase overall sales level to £1.5m in 2015 and become firmly established as one of the top 50 signage companies in the UK
2. **Customer** - Increase client base of repeat customers in chosen segments by 2-3 each year so that we have a client portfolio of 15 blue chip customers by 2015
3. **Business Capacity** - To prepare the business to have the capability of expanding turnover from £1.5m in 2015 to having the capacity to achieve £3m-£5m in years 2015-2020 – This will be through investment in people, process, plant & Machinery
4. **Competitiveness** - To develop 2-3 tangible competitive advantages over the next 5 years to give us competitive differentiation these can be in; Product, Distribution, Sales, Marketing, Service or Image