



William Hands company objectives 2018/ 2019

Re align our customers perception of our strategic position.

Promote our portfolio and ease of access over the default use of bespoke capability. This will increase volume sales and drive efficiency.

Continue to use the appraisals process on an annual basis to identify individual growth markers. Identify members of the organisation that have stood out as team players to reward and drive positive behaviours.

We believe that every member of our team adds value and should have the chance to be heard and developed.

Increase our weekly enquiry level to £438k / 27 enquiries to grow our pipeline in accordance with individual conversion to achieve budgeted sales

We can now analyse individual conversion rate over the past 12 months and so the above targets have been calibrated to reflect individual performance against budget.

Update our costing system.

1. Set up a costing system that can parametrically cost our tops for the Infinity range. This is the first step to assist us in costing our products quicker and with more accuracy, and to assist us with pricing on quotations.
2. Use of timings entered by the factory into KRONOS to measure and compare the current labour costings for seating to ensure they are up to date.

Deliver training on our product range and finishes so that we improve knowledge/ communication and ultimately efficiency across the business.

To improve our working relationship and in turn aid us in delivering an exceptional service to our customer.

Create a digital E shot campaign for the year.

To increase our exposure and support the sales effort whilst complying with our GDPR requirements.

Look to reduce VOC levels by exploring water-based lacquers.

It is our constant aim to review how we can improve our environment, but not at the detriment of quality and durability. Water based finishes could also be more suited to new aesthetic trends we are seeing. We are close to our VOC limits and so the change to Water based lacquers could also realise cost savings over potential permit fee.

Identify some simple items that we can create from our waste material that we could brand and use as a marketing tool.

Customers love to see the raw material we use. We have so much waste material from our product. We want to find a way of utilising this by simply re working or re-imagining its use to tell a story of quality and origin of material.

To identify up to 10 local schools and training facilities to go and present to their D+T students about career opportunities.

This is vital to making sure that we bring young blood into the business.

Create a new social space within the business for everyone to use.

We want to create an area for everyone to use at Lunch / breaks to socialise and relax away from their desks / benches.

Engage the factory to grow efficacy and output.

Make targets and progress of the new Bonus scheme visible throughout the factory to help drive collaboration and team effort to achieve growth.

To unlock more local export opportunities and ultimately increase our export sales by 50%.

Conscious of both the environmental impact of long-distance export and the risk/cost of damage in transit we are keen to develop relationships in Europe where we now see a good fit for our portfolio.

CEO Robert Hamilton

