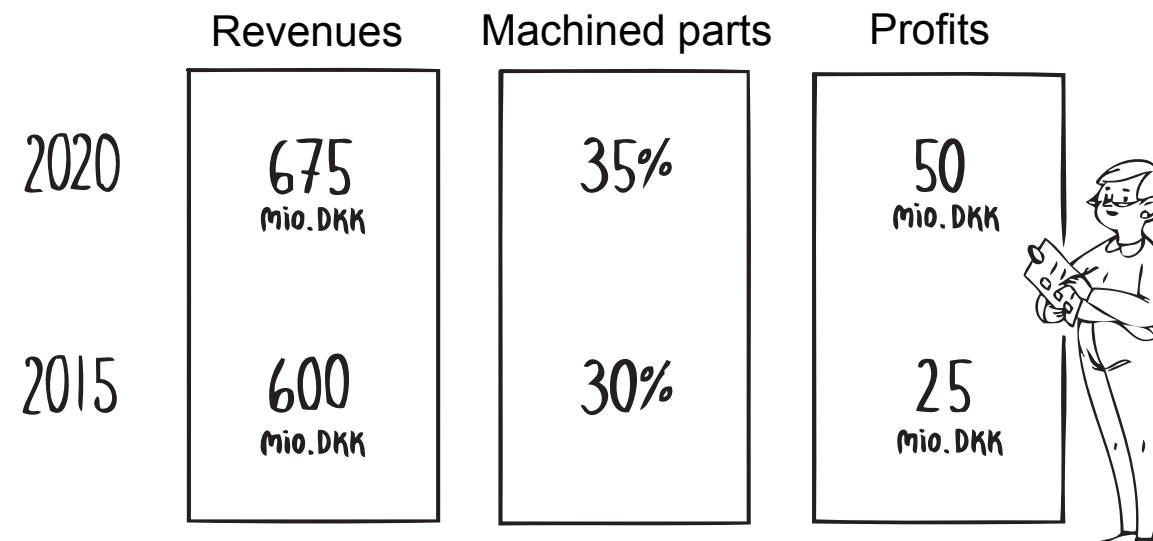
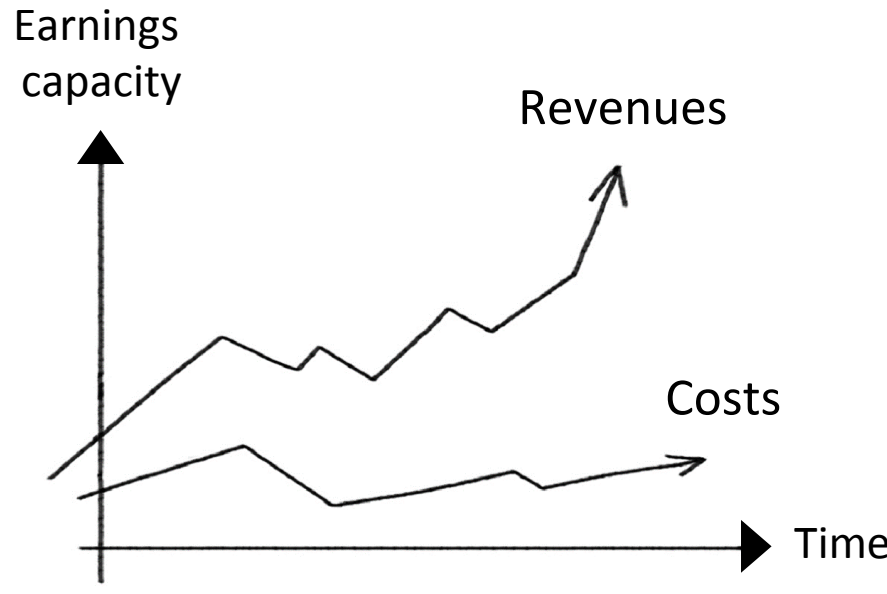


# Strategy 2020

## Strategic goals



**Mission:** create and maintain attractive industrial jobs in Holstebro, Denmark



**Challenge:** satisfy the accelerating customer demands without increasing costs



**Social capital:** happy, satisfied and skilled employees is a top management priority

## Strategic management focus

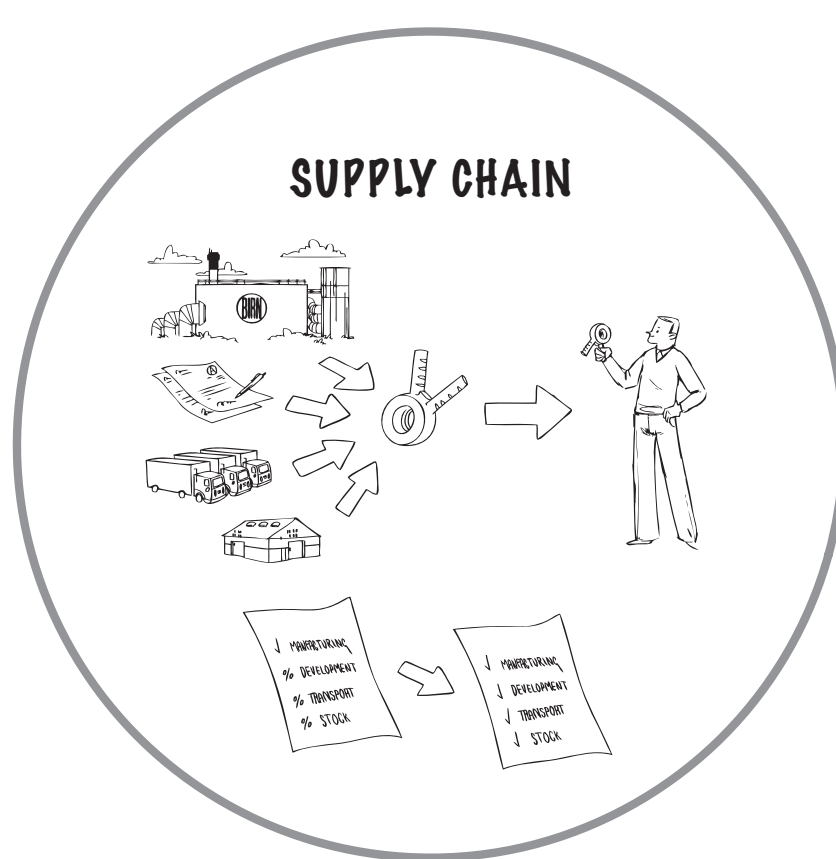
### Improve customer value offers

We want to improve our products and services to our customers



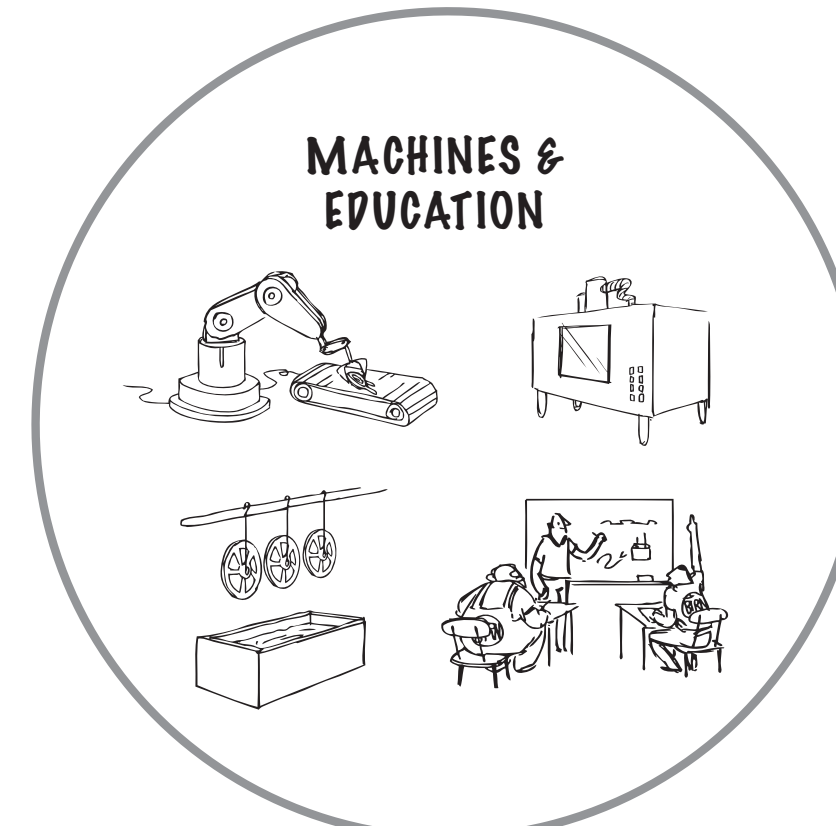
### Expand our product portfolio

We want to offer a broader range of customer value offers



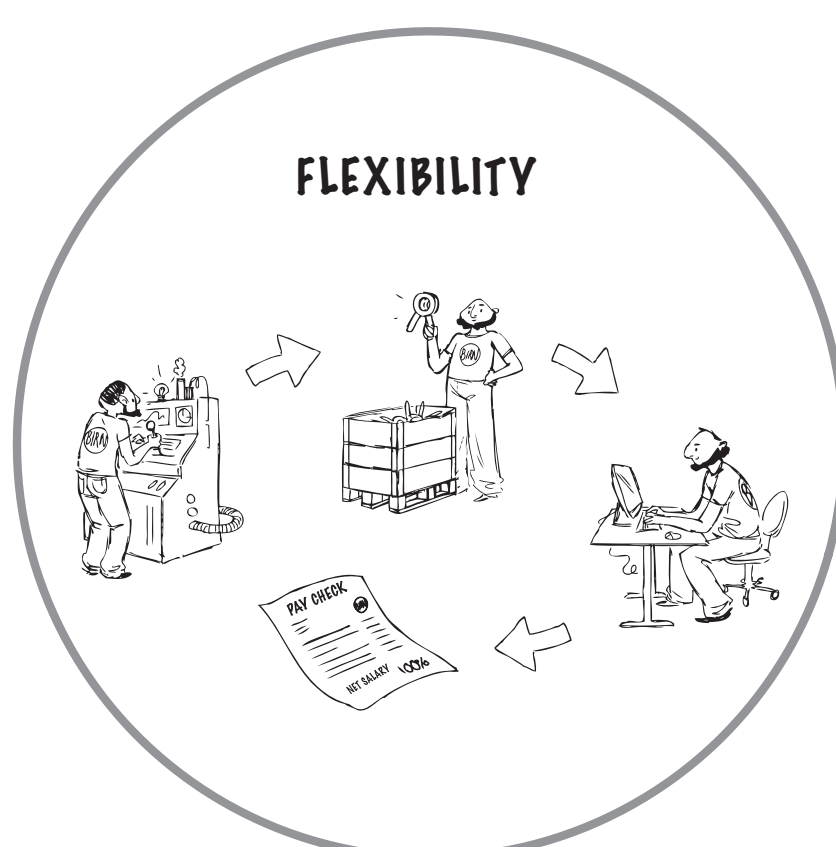
### Increase competitiveness

We want to invest in the company and enable our employees to perform new tasks



### Increase flexibility

We want to increase flexibility to prevent bottlenecks



### Optimize processes

We want to improve the bid management process and create more transparency

