

Waarden & doel Deceuninck

donderdag 11 januari 2024 11:37

Purpose: Building a sustainable home

Building

Business: We build towards a global market leading position in window & door profile systems. We want to be in the top 3 global. Some of our competitors are bigger, but we have a global approach. PVC is our core, but we also focus on aluminium - how can it strengthen our overall ambitious?

Organization: We build our culture, teams and competencies. We are a global group, we need to benefit from each other. We need to make sure that everyone is engaged with what we do.

Sustainable

Business: We create innovative products that contribute to sustainable living. Our products last long and are recyclable, with the best insulation.

Organization: We as an organization produce them in a sustainable way

Home

Business: Products must give a warm feeling to end-consumers. We design high end products for a comfortable and desirable home

Organization: We see Deceuninck internal as a home for everyone who works there. Everything starts with safety, it's crucially important. We need to respect each other, and create a positive work environment. Our organization needs to be dynamic, innovative, entrepreneurial spirit so everyone likes to work here. A proudness of working at the company

Values

Trust: To feel safe in working environment, that people act in the best interest of the company, delegate responsibilities so people can take ownership. We need to start to give trust, and you'll get it back

Top Performance: Focus on development the talent, training, creating opportunities. We want to outperform

Empowerment: We want to mobilize the organization, we need to do this in an organization manner. We take action spontaneously, you make the difference by your actions, take initiative and drive the change. It's a value that brings energy in the organization. Every employee needs to be heard, equipped to reach their full potential

Strategy

To reach our purpose we have to make choices

- **Innovative and sustainable Products:** We want to have innovative and sustainable products, we need to invest in innovation, recycling. We will position ourselves at the higher end of the market.
- **Strong brand:** Turkey, our strong brands are supporting our company in difficult times.
- **Operational Excellence:** We are a production company, everything starts with making sure we can deliver on time quality products to our customers

We need to make sure we have a company that is healthy financial. We want to focus on

- Healthy grow: 5-7% over the years
- Ebitda marge 15%: a level we haven't achieved, but we have to achieve so we can grow and invest

We want to be one of the biggest and global company, invest in emerging markets. A good financial strength is crucial

Brand: Towards customers & end consumers. It makes our company stronger. Continually invest.

Organization: Innovative products with a strong brand, and operational excellence which is top of mind

Summary: An innovative & sustainable product range + a strong brand + operational excellence & reliability

Investment in: Capacity increase & footprint, recycling, alu & building profiles, emerging markets, brand awareness