

Vission, Mission, Core Value and Business Development Plan

Vission

- “ We will leader to crreate a great experience to all customers / business partners in the beauty business.”

Mission

- “ We will deliver beauty innovation on time with quality and reasonable price.”
- “ We will respectfulness and responsibility towards society and environment.”

Core Value

- Target Focus
- Challenging ideas
- Success
- Unity
- Ethics

Business Development Plan

- **Short-Term Plan**

Develop internal process work within the company to adapt and up to date on market conditions, the cost of product currency fluctuations. The needs of customers, employees and the requirements of trading partners. To have a significant impact on the financial results of the Company.

- **Long-Term Plan**

The company set the target by adding new countries, such as the partner country in the Middle East and Africa, another group, all capacity expansion in the product groups that have been marked “halal” in order to be able to accommodate the new market occur.