

## LAKDAM

### VISION - 2030

Option 1: **Bringing** the world's best in quality wood to **Sri Lanka**

Option 2: **Delivering** the world's most innovative, sustainable and best in quality wood to **Sri Lanka**

Option 3: Delivering the world's most innovative, sustainable and best in quality **furnishing material to Sri Lanka**

Option 4: The **pioneer** in delivering the world's most innovative, sustainable and best in quality **furnishing material to Sri Lanka**

### MISSION

At Lakdam we are committed to delivering the world's most innovative, environmentally friendly and highest quality furnishing products to our clients by developing strong partnerships built on trust, integrity and superior client satisfaction. Keeping abreast with the trends and evolving needs we will deliver innovative furnishing solutions to enrich the lives of our clients, employees, community and the nation we serve.

### GOALS FOR 2030

1. Grow our customer base to 1089
2. Maintain reasonable margins
3. Be the market leader in timber supplies in Sri Lanka
4. Launch the products to the market by November 2020
5. Deliver 120 training programmes to 6000 carpenters
6. Be the first and trusted choice amongst designers and architects
7. Establish a strong dealer network of 50 dealers
8. Introduce 100 display units at high-end furniture showrooms
9. Build long-term partnerships and strong PR with 100 top end architects
10. **Develop a skilled and professional internal team to ensure 100% customer satisfaction**
11. **Maintain skilled, knowledgeable, committed and trustworthy staff**
12. Become a well-established, reputed and financially stable organisation that serves the needs of our staff, customers, suppliers and the nation
13. **Foster a welcoming organisational culture and a great place to work**
14. Establish own lumber treatment and seasoning plant

**Commented [SM1]:** In case you want to expand beyond wood in the future

**Commented [SM2]:** We can remove geo limitation by keeping it open or specify South Asia

**Commented [SM3]:** Point 10 and 11 are somewhat similar?

## **VALUES**

At Lakdam our growth is driven by our core values, known as the RISE factors -the cornerstones of what Lakdam stands for/believes in.

- **R**esponsibility – we will act with responsibility and accountability at all times in all aspects of our business. We care about our people, planet and natural resources and we will strive to conduct our business in an environmentally friendly and nature sensitive manner.
- **I**nnovation – we are ever ready to evolve with the times, embracing technology, with a thirst for new ideas and solutions that enrich the lives of our clients, the community and the nation we serve.
- **S**ervice Commitment/Dedication – as a team of professionals we will never compromise on service standards. We invest in building the knowledge and experience of our staff to ensure continuous improvement. We will go the extra mile on service delivery, surpassing client expectations in all our dealings
- **E**xcellence (Quality) – strive for excellence in everything we do, pushing the bar, setting high standards of quality, redefining industry standards of quality

## **About Lakdam**

Lakdam was conceptualized to redefine the wooden furniture industry through the introduction of imported, contemporary, innovative and durable wood to the Sri Lankan market. The introduction of this new wood has revolutionized the potential of wooden designs and has provided customers with an additional choice beyond Mahogany, Teak and MDF wood. Most importantly, it ensures environmental sustainability through the import of FSC certified wood, which is the 'gold standard' designation for wood harvested from forests that are responsibly managed, socially beneficial, environmentally conscious and economically viable.

## **Key Milestones**

Lakdam Trading Company (Pvt) Ltd was incorporated on the 7<sup>th</sup> of January 2015 with the inauguration of its first showroom, known as the Tech Centre. The relentless passion and drive of the management team resulted in a significant breakthrough for the company on the 16<sup>th</sup> of October 2016 when it began importing world-class, American grown Oak lumber into Sri Lanka for the manufacturing of high-end furniture.

Over the years, Lakdam's product portfolio has grown to include quality imported wood such as ASH, Beech, Brazilian Hardwood, IPE and synchronized MDF catering to the demands and requirements of Sri Lankan architects and designers. Today, Lakdam is the first point of contact amongst renowned architects and designers of high-end wooden masterpieces.

**Commented [SM4]:** Created the invoice within the RISE or RIDE acronym so that its easy to communicate and for employees to remember. Service commitment can be replaced with Dedication