

# CTO ENTERPRISES



## Mission, Strategy and Purpose

May 7, 2019

# Mission Statement

**Our mission is to seek and honor Jesus Christ in everything we do; and to treat our employees, customers, and suppliers as we would like to be treated.**

*This does NOT mean that we are perfect. It is our goal to love God and love others like Jesus loves us. If it appears that we are behaving in a way that seems contradictory to this goal, we ask that you let us know.*

*You do not have to be a Christian to work at CTO Enterprises. We will continue to hire Christians and non-Christians as we always have, and all worldviews are welcome to be held by our employees, customers, and suppliers. The company will be run by the biblical principles of integrity, honesty, humility, service and love.*

# Business Strategy

We will Invest in three key areas:

People

Lean Manufacturing

Marketing

# Investment in People

## Work should be our **FOURTH** priority

- 1) Right with God
- 2) Take care of our health
  - Physically fit
  - Mentally Sharp
  - Emotionally Stable
- 3) Healthy Relationships
  - Spouse
  - Kids/parents
  - Family and Friends

When making proactive improvements in these three areas, THEN we have the potential to be more fully engaged employees.

# Investment in People

How do we invest in our people?

## 1) Marketplace Chaplains

- Come in every week and available to talk confidentially about any area of your life.

## 2) Scholarship Fund

- Any type of hobby or self improvement
- Not limited to, but things like: art class, yoga class, marriage retreat, personal finance, etc.

3) Bible study, book club, wellness events, company cookouts, lunch-n-learns, etc

# Investment in Lean Manufacturing

- ▶ Weekly clean and organize
- ▶ Monthly 5S Project – Sort, Set in Order, Shine, Standardize, Sustain
- ▶ Preventative maintenance
- ▶ Training
  
- ▶ Goals:
  - 1) Employee Safety – nobody gets hurt, ever.
  - 2) Product quality – we will never knowingly ship a product that does not meet customer expectations.
  - 3) Service – 99% on time shipments
  - 4) Efficiency / cost reductions

# Investment in Marketing

## 1. 'Be found'

- a) Web site development
- b) Search engine optimization
- c) Pay per click
- d) Email campaigns

## 2. Outreach

- a) Find potential customers and reach out to them
- b) Cold calls, trade shows, etc

## 3. Customer Service

- a) Friendly people answering the phone
- b) We care more about the person and their company than we do about selling them something
- c) We say what we're going to do and we do it
- d) We stand behind our products, and if we cause a problem we will correct it

# Business Goals

- 1) Engaged employees
- 2) Lean Manufacturing Excellence
- 3) Marketing Expertise

## Resulting in:

- Business Growth – 20% per year target
- 4 Employee Bonuses Per Year
- Increased salaries
- More job opportunities to provide meaningful work to additional people
- More businesses – we have 4 today, maybe more in future years.
  - All new business ventures will leverage our strength in people, lean manufacturing, and marketing – and will enhance our mission to seek and honor Jesus Christ in everything we do.

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# Purpose

## We are a Giving Organization

- ❑ Who do we give to? People who need it more than we do
- ❑ Why do we give? To honor Jesus Christ, who told us to love our neighbor as ourselves
- ❑ This will be done by:
  - 1) Financial donations – Gift Matching Fund
    - This can be anything that an employee has a passion for
    - Our only requirement is that we won't support anything that is contrary to biblical principles or political in nature.
  - 2) Local service projects
  - 3) Mission Trips