

Strategy Map of Esfahan Mobarakeh Steel Company (Horizon: 2017-2019)

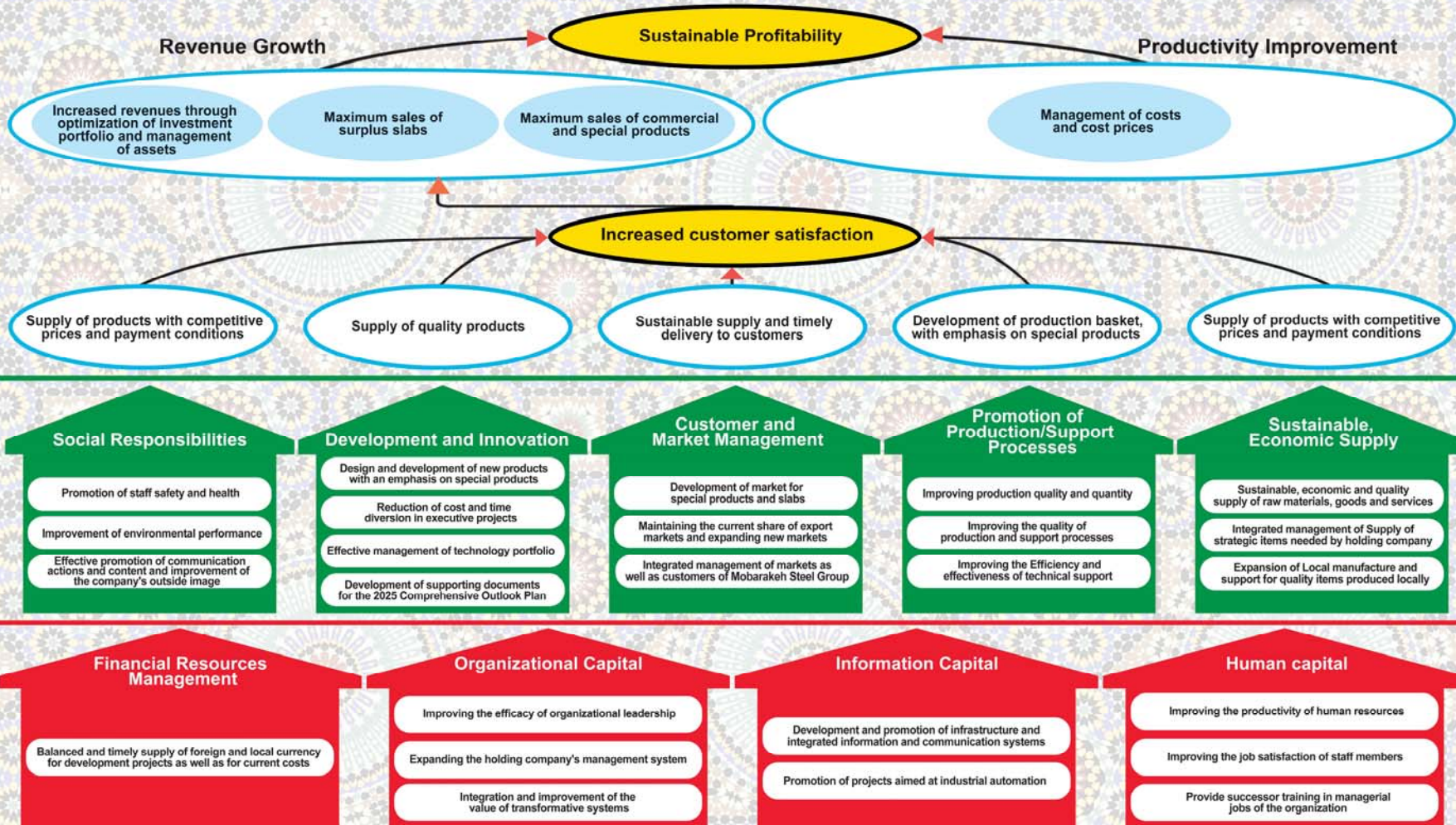
Mission

Playing a pivotal role in the Iranian economic and social development, upgrade the steel making technology as a world class organization

Vision

Pioneering in the Iranian steel industry by maintaining minimum 45 percent share of the domestic steel production output as an organization with excellence in economical production, quality, technology, indigenization and continuous presence in the world market

Safety improvement, utilization of implemented capacities



Social Responsibilities

- Promotion of staff safety and health
- Improvement of environmental performance
- Effective promotion of communication actions and content and improvement of the company's outside image

Development and Innovation

- Design and development of new products with an emphasis on special products
- Reduction of cost and time diversion in executive projects
- Effective management of technology portfolio
- Development of supporting documents for the 2025 Comprehensive Outlook Plan

Customer and Market Management

- Development of market for special products and slabs
- Maintaining the current share of export markets and expanding new markets
- Integrated management of markets as well as customers of Mobarakeh Steel Group

Promotion of Production/Support Processes

- Improving production quality and quantity
- Improving the quality of production and support processes
- Improving the Efficiency and effectiveness of technical support

Sustainable, Economic Supply

- Sustainable, economic and quality supply of raw materials, goods and services
- Integrated management of Supply of strategic items needed by holding company
- Expansion of Local manufacture and support for quality items produced locally

Financial Resources Management

- Balanced and timely supply of foreign and local currency for development projects as well as for current costs

Organizational Capital

- Improving the efficacy of organizational leadership
- Expanding the holding company's management system
- Integration and improvement of the value of transformative systems

Information Capital

- Development and promotion of infrastructure and integrated information and communication systems
- Promotion of projects aimed at industrial automation

Human capital

- Improving the productivity of human resources
- Improving the job satisfaction of staff members
- Provide successor training in managerial jobs of the organization

Islamic and human values

Safe, timely and high-quality work

Excellence, continuous improvement, innovation and organizational involvement

Environment protection

Customer orientation, respecting Colleagues and Stakeholders