

Atlet must always strive to be a leader and an example in its sector. This effort and vision may be summarised as:

Excellence in Warehouse trucks

This vision should be an integral part of Atlet's leadership, organisation, products and services, and its everyday method of working. Working towards the realisation of the vision will be concentrated on three main areas :

The Customers

Atlet should focus on the needs of the customer when making important decisions. Products and services should meet internal and external customers' specifications and expectations. Promises given must always be kept and Atlet must always be seen by the customer as a step ahead of its competitors.

The processes

Atlet's method of working must be process oriented with focus in customer benefit, efficiency, zero errors, and acceptable profitability. By steadily improving processes, customer benefits and operating results will also be improved.

The staff

In order to meet the steadily increasing demands it is the management's responsibility to recruit new staff as necessary and to work to utilise and develop the competence of all employees. However, all employees should also themselves work to develop strong team spirit, commitment, ethics and discipline.