

To be the premier holding company dominating every market it serves with strength and agility

Mission

To create and sustain industry-dominant businesses in order to generate real growth in shareholder value and contribute to the socio-economic development of Malawi and the region

Core Values

Our core values are the **PRICE** we are committed to pay in conducting our business.

People Centred

We treat our employees and all our partners with dignity, fairness and respect, fostering an environment where people can contribute, innovate and excel.

Responsibility

We believe in Ubuntu philosophy that states “I am because we are”. We therefore commit to share our success with communities and sustain the environment we operate in.

Integrity

We commit to conduct our business in a transparent and ethical manner and pledge to be accountable to our customers, shareholders and society.

Customer Value

We strive to surpass customers’ expectations both internally and externally. We are therefore committed to enable our customers excel by: creating long-term relationships, being responsive and relevant, and delivering value consistently.

Excellence

We pursue excellence through highly efficient and effective processes that deliver goods and services of outstanding quality.

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