

## COAT Value 1:

# CONTINUOUS IMPROVEMENT

It is an ongoing process of reviewing the current status and performing actions across all functions to improve it, seeking excellence in all business aspects.

Do's	Don'ts
<ul style="list-style-type: none"><li>- Review routinely process within each function</li><li>- Set a routine meeting for new ideas</li></ul>	<ul style="list-style-type: none"><li>- Don't use mistakes/errors as a blaming point</li><li>- Don't accept the status-quo</li></ul>




## COAT Value 2:

# OWNERSHIP

Acting as a company owner  
« end to end » across all  
functions and levels to achieve  
the company targets.

Do's	Don'ts
<ul style="list-style-type: none"><li>- Optimize company resources</li><li>- Take the full responsibility of the task</li></ul>	<ul style="list-style-type: none"><li>- Don't blame others</li><li>- Don't seek excuses</li></ul>



## COAT Value 3:

# AGILITY

We are a proactive, lean, dynamic and an open-minded organization, that assess and mitigates the risks in a creative and innovative manner. We are flexible and responsive, we can easily reach out to each other.

### Do's

- Think outside the box and ask yourself how to do it differently
- Choose the relevant people for the required decision

### Don'ts

- Don't delay decisions for perfection in analysis
- Don't over burden the organization with multi-layers



## COAT Value 4:

# TEAMWORK

Engaged and loyal family members and working together with respect and trust, knowing well their roles and responsibilities in an enjoyable environment.

### Do's

- Being relatively involved while taking decisions
- Involvement of relative team members while executing and ensuring the right channel of communication

### Don'ts

- Don't disrespect any involvement, impact or comment
- Don't abuse being a family

