

Business Plan 2022 – 2023

Fallow Management Ltd

Objective.

- Under Fallow Managements Business Planning and Strategic Change Management procedure there is a requirement to review, plan, schedule and communicate the business vision and SMART objectives. This document will give a detailed 12-month action plan and highlight the business vision.

Business Principles

Mission Statement.

With over 34 years' experience Fallow Management have built a skilled team of professionals to help maintain our customers image by providing a bespoke service that is right for their businesses.

We will operate and drive our business forward by our principles of Honesty and Transparency ensuring business sustainability, consistency, employee engagement, customer service and satisfaction.

Vision.

Through stable and progressive management beliefs Fallow Management will expand its contract portfolio, embrace opportunities to diversify and be recognised as a caring and forward-looking business by our customers, employees and industry.

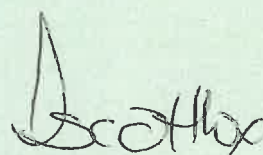
Business Plan

Business Objectives September 2022 – August 2023

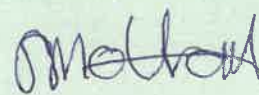
- Review current relationships and explore new partnerships ensuring aligned values and standards to increase sales to 4.5 million.**
- Increase brand awareness and increase Social Media engagement**
- Promote Well Being within the workplace.**
- Complete yearly business review (SWOT) analysis and action plan findings for continuous improvement.**
- Review current relationships and explore new partnerships ensuring aligned values and standards to increase sales to 4.5 million.
 - Review contract services provided to each site and look to develop offering.
 - Review the ongoing profitability of each commercial contract.
 - Update marketing material focusing on security provision.
 - Target multi service sites / agents.
- Review brand appeal and increase awareness of core values through social media and ongoing communication.
- Promote Well Being within the workplace by championing Mental Health, providing training to staff.
- Continue to develop software to support admin role.
 - Input all staff and site details on to database and link site expenditure to budgets to track spend.
- Complete yearly business review.
 - Complete yearly Strength, Weakness, Opportunity, and Threat review and set a business year action plan.

Business Objectives September 2022 - August 2027

- Increase business portfolio:
 - 2023 – 2024 Increase business portfolios from 4.5 to 5.0 million.
Celebrate 35yrs in business.
 - 2024 – 2025 Maintain business portfolio at 5.0 million.
Review Workplace Awards
 - 2025 – 2026 Maintain business portfolio at 5.0 million.
 - 2026 – 2027 With portfolio stabilised at 5.0 million consider diversifying business opportunities.
- Be recognised as a progressive and sustainable business:
 - 2023 – 2024 Achieve Local Business Award
 - 2024 – 2025 Achieve a nationally recognised "Good Company to Work For"
 - 2025 – 2026 Achieve Sustainability Award
 - 2026 - 2027 Consolidate nationally recognised award and review best practice options
- Promote Well Being within the workplace
 - Offering support and training to all staff
 - Encourage Mental Health champions on site
 - Promote staff engagement through social media
 - Continue to increase staff benefits
- Complete yearly business review SWOT analysis and action plan findings.



Tracey Scott-Fox
Managing Director



Sharon Mottram
Operations Director

1st September 2022