

Business Plan 2023 – 2024

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 35 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

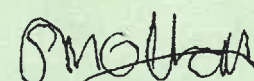
- Review current relationships and explore new partnerships ensuring aligned values and standards to increase sales to 5 million.**
- Investigate partnerships with other organisations to enhance non-financial benefits for our teams.**
- Develop systems to support environmental impact.**
- Complete yearly 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 5 million.
 - Review contract services provided to each site and look to develop offering.
 - Review the ongoing profitability of each commercial contract.
 - Target multi service sites / agents.
- Update company material, aligning values and Fallow Family expectations.
- 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.
 - Link site expenditure to budgets to track spend.

Business Objectives September 2023 - August 2028

- Increase business portfolio:
 - 2024 – 2025 Maintain business portfolio at 5.0 million. Review Workplace Awards
 - 2025 – 2026 Maintain business portfolio at 5.0 million.
 - 2026 – 2028 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 award
 - 2025 – 2026 Achieve Sustainability Award
 - 2026 – 2027 Develop company awareness within the security industry
 - 2027 - 2028 Consolidate nationally recognised award and review best practice options
- Investigate partnerships with other organisations to enhance non-financial benefits:
 - Pilot for Living Hours scheme
 - Pilot for Living Pension scheme
 - Promote Well Being within the workplace
 - Continue to encourage Mental Health champions on sites
- Complete yearly business review SWOT analysis and action plan findings.



Tracey Scott-Fox
Managing Director



Sharon Mottram
Operations Director

1st September 2023