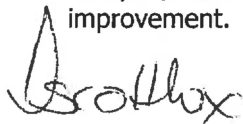
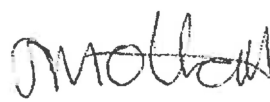


Business Plan 2024-2025

Fallow Management Ltd

Objective	
Under Fallow Management's 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	Vision
<p>To deliver effective, high performing security and cleaning solutions for customers who align with our values, care about the work they do, and the people they work with.</p> <p>To drive the business forward, protecting its profitability and reputation for the next generation of our family business.</p>	<p>To create a successful and positive legacy by prioritising humanity in commercial business.</p> <p>Blending 35 years of industry experience, strong family values and heart-led leadership will allow us to role-model innovation and care in equal measure, creating satisfying and meaningful employment for all.</p>
Business Plan	
Business Objectives September 2024- August 2025	Business Objectives September 2025- August 2029
<ol style="list-style-type: none"> 1. Increase business portfolio to ensure financial turnover stays above £5 million and in line with inflation. 2. Explore and trial innovative tech/software products to provide efficiencies, inclusivity and accessibility of training resources for employees. 3. Achieve Carbon Neutral status. 4. Find ways to make meaningful contributions into the communities in which we trade, both at Head Office and across our site portfolio. 5. Strengthen and develop brand awareness across all communication channels and social media platforms. 6. Complete yearly Business Review and SWOT Analysis, actioning findings for continuous improvement. 	<ol style="list-style-type: none"> 1. Investigate aligned partnerships to maintain sales above £5 million and in line with inflation. 2. Review contract services provided at each site to identify: <ol style="list-style-type: none"> a. Opportunities to diversify b. Economies of scale c. Profitability increases d. Community and charitable contributions 3. Be recognised as an innovative company using technology to improve business efficiencies, control costs and enhance the job satisfaction and quality of performance of employees. 4. Maintain and improve employee survey scores for job satisfaction and happiness at work. 5. Complete yearly Business Review and SWOT Analysis, actioning findings for continuous improvement. <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">  Tracey Scott-Fox Managing Director </div> <div style="text-align: center;">  Sharon Mottram Operations Director </div> </div> <p>1 September 2024</p>