

Company profile

Business



Company Profile Royal Industrial Trading Company was founded in 1993 as a trader in U-PVC pipeline and is today a major trader in industrial and mechanical materials and equipment in Europe, Africa, and Asia (Ermeleh 1).

Mission

The company's mission is to provide services and products of high quality responsibly through offering value, creativity, and innovation. It is also the company's mission to show commitment towards society, the environment, and safety by identifying and implementing best practice in corporate social responsibility. In addition, the company has also developed a sustainability mission, whose success will be measured through customer preference based on the company's ability to satisfy their expectations of expertise, service, and quality (Ermeleh 1).

Vision

The company's vision is to gain recognition as a performance leader in the mechanical and industrial material trading industry, as well as to become a major trading company both locally and internationally via specialized service provision that differentiates their services and products. Additionally, it is also the company's vision to attain sustainable growth through superior financial performance and industry-leadership in customer satisfaction (Ermeleh 1).

Goal

The company's goal is to become the biggest trader in industrial and mechanical materials and accessories in the industry (Ermeleh 1). More importantly, this goal is also tied to the company's focus on sustainability for continual improvement to make a positive impact for the community.

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Objectives

In order to achieve their goal, the company has set itself several objectives, including;

Continuous innovation that seeks to improve their service delivery and products in order to maximize efficient resource use.

To invest in internationally profitable innovations that will allow the company to achieve long-term growth.

To foster comprehensive and open communication with all stakeholders in addressing material issues.

To ensure that all employees are given ample development opportunities to attain their potential.

To ensure that they offer equitable and fair employment conditions in order to motivate staff to offer the best customer service possible.

Reference

Ermeleh, Yousef. Royal Industrial Trading Co. 2014. 17 August 2014 .