

The Flexible Strategy



CUSTOMER

Creating Value through Customer Focus

SUPPLIER PARTNERSHIPS

SALES & MARKETING

- Products & Programs
- Merchandising & Marketing
- Education & Training
- Innovation & Development

SHARED SERVICES

- Administration & Accounting
- Information & Technology
- Investment Direction
- Strategic Sourcing

MANUFACTURING

- Quality Assurance
- Equipment & Employees
- Service & Delivery
- Accountability & Responsibility

Strategic Planning & Execution for Cultivating Value-Added Partnerships

The Flexible Roadmap

Mission

Flexible Foam Products, Inc. will strive to be an industry leader in innovation, service and quality, while aggressively developing the markets within all product categories, maintaining comprehensive and complete customer satisfaction and enhancing profitability for all stakeholders.

Responsibility

- People
Employer of Choice
- Customers and Suppliers
Meeting our customer and supplier needs
- Accountability
Fact Based – Data Driven with specific and measurable goals
- Financial Responsibility
Effective use of resources to create stakeholder* value
- Citizenship
Disciplined standards of social conduct and community responsibility and a responsibility to American Manufacturing
- Excellence & Innovation
Commitment to continuous improvement

Actions

- Efficiency & Profitability throughout the Supply Chain
- Safety & Environmentally Conscious
- Speed & Simplicity
- Innovation
- Quality
- Diversification
- Divisional Unity

Accountability

The Arrival...

Investment Direction Strategy

Return on Investment

People & Leadership Development

Positive trends within the working environment

Strategic Alliances

Supplier and Customer Partnerships

Diversity

Diversity within our work force profile;
Diversity within our business profile

Safety & Environmental

Positive management of risk

Business Development

Key Metric Trends, Education, Innovation

Objectives

The Destination...

Be the best that we can be

Processes

The Journey...

Standardize best practices

Superior Execution

Doing Things Right Doing the Right Things

Creating Value through Customer Focus

- Investment Direction Strategy
- People & Leadership Development
- Strategic Sourcing
- Market Assessment

- Scope of Work
- Process Reliability
- Social Conduct
- Perspective
- Diversity
- Safety