



**Purpose: A Responsible Corporate to Create a Better Future**

**Mission: Supplying Steel Products Needed for Development of National Infrastructures**

**Vision: National Role Model of Business Administration, to Be Among the Top 20 Steel Corporates in the World**



## Company's Strategies

Maximum and Economic Utilization of Production Capacities, Focusing on the Production of Special Products

Balanced Development of the Value Chain and Required Infrastructures

Development of Innovation and Technology

Development of Human Capital and Improving Employee Productivity and Commitment

Sustainable Development (Economic, Social, Environmental and Governance)



## Values

Consistent Value Creation for Shareholders

### Productivity Improvement

- Expense & Prime Cost Management
- Improvement of Resource Productivity
- Effective Cash Management

### Enhancement of Investments

- Investment Portfolio Management

### Revenue Growth

- Special Products-Focused Sale Management



## Customer

- Competitive Price and Payment Terms

- High and Stable Quality Products

### Customer Satisfaction & Loyalty Improvement

- Stable Supply & On-time Delivery

- Product Portfolio Enhancement



## Internal Processes

### Stable Procurement of Minerals

- Stable Procurement of Minerals for MSC Group

### Stable & Quality Procurement

- Stable and quality Procurement of Strategic Items
- Integrated Procurement Management of MSC Group Strategic Items
- Reverse Engineering Enhancement & Supporting High Quality Domestic-Made Products

### Operational Excellence

- Increasing the Quantity and Quality of Products by Focusing on Special Products
- Efficiency Improvement & Consumables and Energy Use Optimization
- Improving Efficiency and Effectiveness of Support and Maintenance Services
- Improving Production Support Technical Infrastructures

### Customer and Market Management

- Marketing and Sales Management in Domestic and Export Markets
- Developing Integrated Sale of MSC Group Companies

### Organizational Sustainability

- Improving Employee's Safety & Health
- Environmental Performance Enhancement
- Improving Effective Communication with Society
- Development of Circular Economy

### Growth & Development

- Enhancing MSC Group Production Capacity
- Enhancing Capacity of Sustainable Procurement of Energy and Water
- Agile and Integrated Management of Development Projects

### Innovation and Technology

- Effective Management of Technology Portfolio
- Development of MSC Group Innovation Ecosystem
- Design and Development of New Products



## Enablers

### Human Capitals

- Enhancing Employee Satisfaction & Engagement
- Succession & Managerial Talents Development

### Information Capitals

- World Class Smart MSC
- Agile Development of Information Systems
- IT Security & Industrial Automation Enhancement

### Organizational Capitals

- Development of MSC Group Organizational Architecture
- Enhancing Organizational Capabilities
- Organizational Brand Development & Management



## Values

Islamic and Human Values

Safe, Timely and High-Quality Work

Excellence, Continuous Improvement, Innovation and Organizational Engagement

Social Responsibility & Environmental Preservation

Customer Orientation, Respect for Colleagues & Stakeholders



Sustainability report



Didvan



Karkhaneh monthly magazine

