

MID-NORTH PRIVATE SECTOR DEVELOPMENT CO. LTD

GOALS AND OBJECTIVES 2006 -2008

GOALS	OBJECTIVES
<p>1. <u>To achieve a sustainable base:</u> - That propels the company to provide services to the clients (community) for reducing poverty by means of income generating activities.</p>	1.1 Identification of business development and capacity building services needed by the market.
	1.2. Determine Market Size, market segmentation based on end users types of services.
	1.3. Achieve a 20% market share of services in the catchment districts.
	1. 4. Design, package and deliver high quality demand driven business development services in various business- related topics to strengthen and enhance technical knowledge and skills of customers as well as staff.
<p>2. <u>Expand the delivery of company's business development services and capacity building services:</u> - In the catchment districts in the next 3 years</p>	2.1 Target market access to various food processing technologies that encourage entrepreneurship spirit, creation of income generating opportunities and employment generations for enhancing the equality of life within rural communities
	2.2 To support creation of micro finance institutions offering financial and non-financial services to the economically disadvantaged for development, advancement and sustainability of individuals' and community based enterprises.
	2.3 Identify suitable service delivery and mechanism and cost implications
<p>3. <u>Attain a corporate Identity:</u> - Distinct from competitors</p>	3.1 Develop alliances and partnerships for raising awareness of company's services
<p>4. <u>Strengthen company's institutional governance</u></p>	4.1 Foster institutional framework that clearly communicates the strategic direction and objectives of the company