PLAN OF STRATEGIES OF SINERGIA 2011

Sinergia wants to be a global point of reference for the culture and excellence of the production and treatment systems for compressed air and thermical gases and an innovative company offering the best products and thanks to this growing and becoming a high-level leader.

Its enthusiasm, its ability to work in team and its strong values urge Sinergia to satisfy its customers at the utmost level by means of the best technology's employment and the pursuit of beauty in everything it does.

Plan of activities and approaches that defines the business strategy.

1 - MANAGEMENT

Activities aimed at increasing the sales' volume and market share through a prices' reduction, a better customers' service, a wider products' choice and other similar measures directed against competition.

2- INDUSTRIALIZATION DEVELOPMENT

Activities aimed at the production's expansion, along with offering a new product's characteristics, a more catching design, a better quality, etc.

3 - MARKETS

Activities aimed at checking existing markets , at seizing opportunities in emergent and new geographic or productive ones or at giving up existing ones.

4 - ENVIRONMENT

Activities aimed at protecting the environment.

5- SAFETY

Activities aimed at improving the working environment's safety.

6 - COOPERATIONS

Activities aimed at strenghtening the competitiveness through partnerships and strategic alliances.

7 - CHECKS

Activities aimed at strenghtening the competitive abilities and correcting the company's weaknesses

8 -FINANCIAL MANAGEMENT

Activities aimed at highlighting the state as to the preventive choices and at diversifying the data collection of the firm's cost, revenues and profits with the admission of new business sectors.