



Needham Accountancy Limited

STRATEGIC BUSINESS PLAN

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities which apply to Needham Accountancy Ltd now and in the foreseeable future:

Strengths:

Established company
Good local community links
Strong client list with repeat business

Weaknesses:

Only one qualified partner
Our premises location is dependent on our landlord's businesses' profitability

Threats:

Competition from local accountants
IT and data security

Opportunities:

There is still opportunity for growth.
Staff advancement programmes are being developed

Vision

Our primary purpose as an organisation is to deliver high quality financial products both in appearance and content. We will continue to be known as the firm where personal attention will never become obsolete. We want to employ people who are extremely satisfied and who go the extra mile for clients. We want a culture of growth, profitability and enthusiasm throughout the firm.

Mission Statement

The central purpose and role of Needham Accountancy Ltd is defined as providing exceptional financial, tax and consulting services to our clients.

Corporate Values

The corporate values governing Needham Accountancy Ltd's development will include the following:

- Integrity – Always dealing with our clients and our colleagues in a fair and ethical manner; gaining trust through our actions.
- Knowledge – The value we place on our ability to develop leaders and the need to continually grow our collective technical expertise to meet the needs of ever more sophisticated clients.
- Service – Encompasses the concept of quality in everything we do, having a service-mindset when dealing with clients and demanding a lot of ourselves.
- Respect – Respect for one another in the office will lead to greater productivity and staff satisfaction, which should result in higher turnover.
- Leadership – Leadership both within the firm with respect to developing our next generation of leaders and within our market segment with respect to being recognised by current and prospective clients as a firm that is the leading expert in the field.
- Enthusiasm – Employing and nurturing staff with a passion for providing the highest-level quality service to our clients.

Business Objectives

The Director's vision of Needham Accountancy Ltd in 3-4 years' time is that of a well-established reputable local company with two shareholding directors/accountants, increased staffing levels and continued financial growth.

Key Strategies

The following important strategies will be followed:

We will develop a marketing strategy with a view to identifying and communicating with potential future clients. We will also investigate niche markets for our services and identify training needs in order to cater for those customers.

We will continue to work on identifying any weaknesses in our information technology and data protection processes and to ensure that we maintain our current high standards of security.

Needham Accountancy Limited strives to create a working environment where everyone is valued and respected for who they are. Diversity and inclusiveness are at the heart of the firm's values because we believe that our staff and culture should reflect the diversity of our clients. Our long-term commitment to inclusiveness and appreciation of differences among our staff motivates us to actively seek talented individuals regardless of ethnicity, sexual orientation, religion, age, gender, disabilities, lifestyle, education, and marital and or parental status.

Our clients inspire us to do more for our communities. We work hard to improve the quality of life for those individuals who live in the communities where we work and live.

By participating in community service, our employees feel a stronger connection to the community, each other and the firm's mission. We help a wide range of non-profit organisations by financially sponsoring events, volunteering our time and with gifts-in-kind. Our current charity partners can be viewed on our website.

Strategic Action Programs

We will undertake training courses in areas of specific interest that we identify as part of our marketing strategy.

If necessary we will act upon any guidance from our IT partners in respect of weaknesses identified in our information technology review.

We will continue to work with local colleges to provide apprenticeship positions. We will also ensure our continued commitment to inclusiveness in the workplace.

We will maintain the current relationships with our charity partners and we will actively search for additional opportunities to work voluntarily in our local community.