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Shams Tarin Group of Companies
Strategic plan
2023 to 2033

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Description of the company:

Considering the current country context, peace and stability, possibilities and equipment, the company has invested a total of 33.5 million dollar. The investment, operating procedures and policies are according to national and international accepted norms and policies.

“Shams Tarin Group of Companies (STGC)” is the full name of the company. The company intervenes and has invested in construction, primary, secondary and higher education, agriculture, food production, meat processing, running of slaughtering houses, mines and minerals extraction, large generators operation and repairing for power supply to government and non-government organizations, trade and power supply and lines extension. The company is registered with the government of Afghanistan under the registration number 81235.

STGC was established on 25 July, 2022 and is composed of 19 companies with more than 15 years’ experience and skills required for domestic and international trade and industry. Based on the divers’ experience the group of companies has, they can further develop and promote in domestic and international market and can bring more interventions under its coverage.

Company operates in its own office buildings and has offices in Kabul, Jalalabad, Herat, Kandahar and Mazar cities. Currently a total of 1150 staff working in different projects where the main leading and managing groups are as below:

No	Position/Title	Number of employees
1	President of the company	1 person
2	Vice President of the company	1 person
3	Executive director	1 person
4	Project/Filed managers	8
5	Admin/Finance Officers	8
6	Technical staff	28
7	Advisors	3

Market analysis:

Due to successive war in the country, it is a clear fact that; the infrastructures have been destroyed. But, with due support of international community in the last two decades; agriculture, trade and industry rebuilt, which encouraged domestic and few international bodies and organizations to invest in the areas of agriculture, communication, trade, construction and domestic industry.

Despite of the improvement has taken place in the last two decades, the existing infrastructure and industry does not meet the demand of the country in many aspects and is still need for importation of large scale materials from abroad countries.

The above mentioned 19 companies decided to came under one umbrella and combine their divers working experience and expertise to strengthen their capacity and improve intervention areas for betterment of the country and taking part in development of the region and world.

Core Values:

A- Integrity:

1. Conduct all business activities with honesty and transparency.
2. Uphold the highest ethical standards in dealings with stakeholders.
3. Develop a culture of trust and reliability.

B- Innovation:

1. Follow a culture of continuous improvement and creativity.
2. Encourage innovative thinking among employees.
3. Strive for excellence through using the international and national views and ideas.

C- Customer Focus:

1. Prioritize customer needs and satisfaction.
2. Build long-lasting relationships by understanding customer expectations and needs.
3. Listen actively to customer feedback for ongoing improvement.

D- Teamwork and Collaboration:

1. Enhance a collaborative and inclusive work environment.
2. Value diverse perspectives and skills within the team.
3. Encourage open communication and knowledge sharing.

E- Respect for People:

1. Treat employees, customers, and partners with dignity and respect.
2. Value diversity and promote an inclusive workplace.
3. Provide equal opportunities for professional growth.

F- Environmental Responsibility:

1. Commit to sustainable and environmentally friendly practices.
2. Minimize the ecological effect of operations.

G- Quality Excellence:

1. Work and commitment for excellence in the quality of products, trade and services.
2. Implement quality control and quality assurance measures.

H- Financial Precautions:

1. Exercise responsible financial management.
2. Maintain financial stability and sustainability.

I- Employee Development:

1. Invest in employee training and professional development.
2. Provide opportunities for career growth and skill enhancement.
3. Provide rewards on exceptional performance.
4. Provide internship to fresh graduate to learn and leave for service.
5. Encourage volunteerism.

J- Safety and Well-being:

1. Prioritize the safety and well-being of employees and stakeholders.
2. Implement health and safety standards.
3. Provide a secure working environment.

1. Vision, Mission and over all objectives:

Vision:

To be a leading company/organization in Afghanistan, promoting service provision, trade and production while contributing to the economic development and social welfare of Afghanistan and nation.

Key elements in the vision statement:

1. **Leadership and Excellence:** The vision emphasizes the aspiration to become a leader in diverse sectors. It reflects the company's commitment to being at the forefront of industry innovation and best practices.
2. **Multi-Sector Focus:** Shams Tarin Group recognizes the importance of not limiting itself to a single sector. Instead, it imagines a multi-sector presence, which diversifies risk and allows for broader contributions to the nation's and country development.
3. **Promotion of Education:** The inclusion of education in the vision underscores the company's commitment to empowering Afghans through knowledge and skill development. This aligns with the broader goal of human capital development for national progress.
4. **Sustainability:** The emphasis on sustainable logistics, construction, food, agricultural, and meat production underscores the commitment to environmentally responsible practices. It recognizes the importance of sustainable development for long-term prosperity.
5. **Economic and Social Contribution:** The vision goes beyond mere profitability and focuses on contributing to the economic and social welfare of Afghanistan. This indicates a strong sense of corporate responsibility and citizenship.

Mission:

To provide quality secondary, vocational, technical and higher education, efficient logistics services, reliable construction and related solutions, mine industry, trade, hygienic/halal food and meat production and processing and implement renewable energy solutions; all while adhering to ethical, cultural and sustainable practices.

Over all objectives of the company:

1. Development of domestic production and industry,
2. Rely on internal products and reduce importation,
3. Providing of employment opportunity to country men and local residence of the areas, where company invest, intervene and operate,
4. Prevention of capital outflow from the areas, countries and region, where company operates, and
5. Economic strengthening of the countries, regions and areas, where the company operates.

2. Sector-Specific Strategies:

Education:

1. Expand the reach of primary, secondary and higher education by establishing more branches schools and universities in underserved provinces and cities of Afghanistan.
2. Invest in technology and digital learning platforms to enhance the quality of education.
3. Form partnerships with local and international educational institutions to improve curriculum and capacity, as well exchange of information and sharing of experiences.
4. Provide scholarships and financial aid programs to encourage access for economically disadvantaged students.
5. Monitor and improve educational outcomes through assessment and data-driven decision-making.
6. Assist ministry of education and higher education in developing of new curriculums.
7. Establish teaching hospital and clinics for practices of medical faculty and institute students.
8. Establish quality and well-equipped teaching laboratories for practical sessions of students.
9. Expand well equipped library with a capacity of accommodating 200 students at a time with access to hard and soft up to dated version of text and reference books.
10. Establish community-based education programs to elders, women and children deprived of education due to war and poverty.
11. Establish community-based health and common awareness education programs.
12. Establish research and innovation department and to collaborate with other universities and research institutions to stay at the forefront of health, education and industry advancements.
13. Promote Afghan culture and heritage through our educational and community programs.

Logistics:

1. Improve logistics operations for cost efficiency and reliability.
2. Invest in a modern fleet of vehicles, tracking systems, and warehousing facilities.
3. Develop a network of distribution centers across key regions in Afghanistan.
4. Implement green logistics practices to reduce the environmental impact.
5. Raise partnerships with suppliers and customers to restructure and rationalize supply chain processes.

Construction:

1. Diversify construction services to satisfy residential, commercial, and infrastructure.
2. Ensure adherence to quality and safety standards in all construction projects.
3. Invest in the training and development of skilled construction personnel.
4. Explore opportunities in sustainable and eco-friendly construction practices.
5. Develop relationships with government bodies for infrastructure development projects.
6. Construct office building equipped with recent technology in 7 big cities of country including Kabul, Jalalabad, Khost, Herat, Mazar, Kandahar, Kunduz and Bamyan.

Slaughtering Houses:

1. Ensure compliance with all health and safety regulations in meat processing.
2. Invest in advanced equipment for hygienic and efficient slaughtering.
3. Develop systems to ensure product quality and safety.
4. Promote ethical treatment of animals and environmentally responsible practices.
5. Explore export opportunities for Afghan meat products in regional and international markets.
6. Construct animal growing farms.
7. Cultivate forms for usage of animals in the farms.
8. Construct standard butcher shops in big cities of country including training of butcher in hygiene, storage and proper cutting of meat

Agriculture:

1. Ensure compliance with all technical and quality standards of ministry of agriculture.
2. Establish green houses and other food production facilities.
3. Import quality machinery for promoting agriculture system in Afghanistan.
4. Establish well equipped and proper food storage and distribution warehouses and system.

Mining:

1. In coordination with government of Afghanistan and international partners, will conduct comprehensive geological surveys to identify potential mining sites.
2. Invest in up-to-date technology and machinery for accurate resource estimation and excavation.
3. Implement environmentally friendly mining methods.
4. Develop and adhere to sustainable mining standards.

5. Implement data analytics for better decision-making.
6. In collaboration with relevant agencies, enhance operational safety.
7. Establish strategic partnerships for market penetration.
8. Stay updated with local and international mining regulations.
9. Invest in employee training programs for skill enhancement.
10. Develop community outreach programs for positive relationships.
11. Invest in efficient transportation and logistics infrastructure.
12. Collaborate with government agencies for infrastructure support.
13. Explore renewable energy sources to power mining operations.
14. Identify opportunities for international expansion.

Trade:

1. Conduct in-depth market research to identify new opportunities and trends.
2. Analyze competitor activities and market dynamics.
3. Stay informed about global economic trends affecting trade.
4. Explore new product lines to diversify the company's offerings.
5. Align product development with market demands.
6. Identify and enter new international markets.
7. Establish strategic partnerships with distributors and retailers abroad.
8. Adapt products and marketing strategies to meet diverse market needs.
9. Enhance supply chain efficiency for timely and cost-effective deliveries.
10. Strengthen relationships with suppliers to ensure a stable supply.
11. Stay updated with international trade regulations.
12. Develop a comprehensive understanding of customs procedures.
13. Identify potential risks in the trade environment.
14. Develop contingency plans to mitigate the impact of unforeseen events.
15. Regularly assess and update risk management strategies.
16. Gather customer feedback for continuous improvement.

17. Implement secure and efficient payment solutions for international trade.
18. Stay informed about trade-related regulations and compliance standards.
19. Implement internal policies to ensure adherence to regulatory requirements.
20. Conduct regular audits to assess and improve compliance practices.
21. Seek certification for ethical trade practices to build trust.
22. Ensure business continuity measures.

3. Cross-Sector Synergy:

1. Identify opportunities for synergy between education, logistics, and construction, food and meat production divisions. For instance, use logistics capabilities to transport educational materials or construction equipment efficiently.
2. Collaborate with local educational institutions to provide internships and vocational training in logistics and construction.
3. Ensure that the Group's values and sustainability practices are integrated across all sectors.
4. Allocate a budget for innovation projects, encouraging employees to submit innovative ideas and provide rewards for successful implementations.
5. Implement renewable energy solutions across our facilities, such as solar panels or wind turbines, to reduce carbon danger.
6. Reduce water consumption through efficient technologies and practices.
7. Explore ways to minimize waste and promote recycling in all operations.
8. Establish a compliance and audit department to regularly review and verify adherence to regulations.
9. Launch health and safety awareness campaigns within and outside the organization to promote well-being and safe practices.

4. Sustainability:

1. Develop a sustainability strategy that includes energy efficiency, waste reduction, and community engagement.
2. Implement corporate social responsibility initiatives that benefit local communities.
3. Support initiatives related to education, healthcare, and infrastructure development in Afghanistan.
4. Sponsor local events and initiatives to strengthen our relationship with the community.
5. Explore new international markets for our products and services, especially in neighboring countries.

5. Technology and Innovation:

1. Bring digitalization and automation in logistics, education, and meat processing.
2. Invest in data analytics for better decision-making in all sectors.
3. Stay updated with industry trends and emerging technologies to remain competitive.

6. Risk Management:

1. Assess and mitigate risks related to security, political instability, and economic fluctuations in Afghanistan.
2. Diversify revenue streams to reduce dependence on a single sector.

7. Talent Development:

1. Attract and retain top talent through competitive compensation and professional development opportunities.
2. Prioritize leadership development to ensure a strong management team.

8. Financial Strategy:

1. Maintain a healthy financial structure with careful debt management.
2. Regularly evaluate the financial performance of each sector and adjust strategies accordingly.

9. Monitoring and Evaluation:

1. Establish Key Performance Indicators for each sector and regularly evaluate performance.
2. Use feedback mechanisms to continuously improve operations and services.

10. Expansion and Diversification:

Consider opportunities for regional expansion or diversification into related sectors that align with the company's mission and capabilities.

This comprehensive strategy will help Shams Tarin Group of Companies steer the challenges and opportunities in the diverse sectors it operates in while contributing to the development of Afghanistan's economy and society. Flexibility and adaptability will be key to responding to changing market dynamics and achieving long-term success.

11. Market Research and Competitive Analysis:

1. Continuously conduct market research to stay updated on customer preferences, industry trends, and competitor strategies.
2. Analyze the competitive landscape to identify opportunities for differentiation and innovation.

12. Branding and Marketing:

- ✓ Develop a strong brand identity and marketing strategy to increase visibility and customer trust.
- ✓ Leverage social media and digital marketing to reach a wider audience and engage with customers.

13. Supply Chain Management:

- ✓ Implement advanced supply chain management tools and technologies for real-time visibility and efficiency.
- ✓ Consider setting up a centralized procurement system to streamline purchasing and reduce costs.

14. Product Diversification:

- ✓ Explore the expansion of product offerings within existing sectors, such as introducing new educational programs or construction services.
- ✓ Consider diversifying into related sectors, such as renewable energy or agribusiness, to capitalize on emerging opportunities.

15. International Expansion:

- ✓ Explore opportunities for expanding operations beyond Afghanistan's borders, considering neighboring countries with compatible markets.
- ✓ Establish international partnerships for knowledge exchange and market access.

16. Innovation Hubs:

- ✓ Create innovation hubs or research centers within the company to foster creativity, research, and development.
- ✓ Encourage employees to propose and work on innovative projects that align with the company's mission.

17. Crisis Management and Continuity Planning:

- ✓ Develop a comprehensive crisis management and business continuity plan to mitigate risks associated with political instability or natural disasters.
- ✓ Regularly review and update these plans to ensure resilience.

18. Corporate Governance and Compliance:

- ✓ Implement strong corporate governance practices to ensure transparency and accountability.
- ✓ Stay compliant with local and international regulations and standards relevant to each sector.

19. Customer Feedback and Satisfaction:

- ✓ Establish a feedback mechanism to gather customer input and continuously improve products and services.
- ✓ Monitor customer satisfaction and take action to address any issues promptly.

20. Partnerships:

- ✓ Seek strategic partnerships and alliances with government bodies, NGOs, and international organizations to support community development initiatives.
- ✓ Collaborate with local businesses to strengthen the supply chain and promote economic growth.

21. Employee Well-being and Diversity:

- ✓ Prioritize employee well-being, including mental and physical health, and promote a diverse and inclusive work environment.
- ✓ Offer training programs to enhance skills and career development for all employees.

22. Data Security and Privacy:

- ✓ Invest in robust data security measures to protect sensitive customer and business data.
- ✓ Ensure compliance with data privacy regulations and inform customers about data handling practices.

23. Long-Term Sustainability Goals:

- ✓ Set clear long-term sustainability goals related to environmental conservation, social impact, and economic growth.
- ✓ Regularly report on progress towards these goals to stakeholders.

Note: This strategy is developed for 10 years 2024 to 2034 and is subject to revision annually, considering the changes and promotion in market and country, region and world context and development.