

### **VISION**

To be the prime mover in the agricultural sector especially in the agro based industries and downstream processing industries such as:

- Estate Management
- Down-stream industries
- Processing
- Up-stream Industries and
- Livestock

### **MISSION**

The Company is committed to become a renowned corporate citizen in Pahang, in the field of plantation management, agricultural processing, livestock, down-stream and up-stream industries and agro-tourism.

### **STRATEGY**

To realise the Company's vision and mission, these strategies are formulated:

- To develop and acquire professional expertise in the field so as to excel
- To participate in synergistic business activities
- To acquire and sustain niche market
- To develop and enhance smart partnership
- To revolutionize agriculture through ICT so as to achieve precision farming