

COMPANY'S VISION AND MISSION

The company's core values, core ideologies, Mission, Vision of the company as follows: - **THE VISION AND MISSION OF OUR COMPANY**

VISION; To *offer unique service and prosperous business in residential and commercial Real Estate in Tanzania & elsewhere.* By prepare through for every call, accepting complete responsibility for any possibilities or outcomes, build long-term relationship, connect and network all the time as well dedicate to continuous learning, so that we commit to excellence.

MISSION; Invest in highly appreciating properties to breakthrough and flywheel of the company's value (pragmatic/purpose) and numbers (idealism/Profits). The real work is to make **VALUES&NUMBERS**.

Invest in highly appreciating single family homes initially and in future to invest in the multi-family's apartments such as Duplex apartments, multi-units and commercial property after company breakthrough.

The process of investing in real estate will be achieved by researching foreclosures, borrowing from banks, investors and sellers, holding properties for five to ten years and obtain tax leverage through depreciation.

The mission may succeed by increasing due diligence, Innovations, continuous learning and working super hard (Soft work and Smart work on analyzing property) as team in the company.

Therefore, obtaining tax leverage through tax-deductions as well tax forgiveness in flipping process so that the mission will meet mission.

TOP FIVE CORE IDEOLOGIES OF OUR COMPANY (BREVITY)

1. Being on the leading edges of **Real Estate** BY being **PIONEERS**.
2. Autonomy and entrepreneurship (**Via decentralized system**).Freedom and Responsibility for Everyone like Respect for Individual initiative and personal growth.
3. Expansionism of Size of Services offered, of Geographic Presence and Identity.
4. Interdependent balance between responsibility to **CUSTOMER, EMPLOYEES, SOCIETY,** and **SHAREHOLDERS** (All are important to our company existing).
5. Honesty and Integrity. Our services must be **LEGAL**, Self-renewal, ethical business and Following Country's **LAWS**.

CORE VALUE OF OUR COMPANY.

Delay gratification; To have Ultimate Discipline, respect and working super hard with ego-lessness in order to have;

1. **DISCIPLINED PEOPLE;** No need of hierarchy. (**Directors/Executive** versus **Employees'** priority must be played down). The segmentation is very important for Key Performance Index (KPI).
2. **DISCIPLINED THOUGHT;** No need of bureaucracy. (Who tells what is and who is important must be prohibited & played down). The individual initiatives and company agenda will be respected.
3. **DISCIPLINED ACTION;** No need of Excessive controls. (Do what I say no matter is good or bad leaders are not allowed **AT BREVITY** rather, We need inclusive system with orders and rules guided by the company principles for progress). We must have a **LEADER** who exercises a **POWER** for the progress of the company.

PROFITABILITY is necessary condition for existence and a means to more important ends, but it is not end in itself for many of the Visionary companies. Profit is like oxygen, food, water and Blood for the body, they are not point of life, but without them there is no life.

Our company is **PURPOSE DRIVEN** and **PROFIT DRIVEN**. We encourage you (Staff to understand if we want progress.

COMPANY 'S CREDO;

We believe that our first responsibility is to our customers. Our services must always be of the highest quality to distinguish with comparison Companies in order to have **COMPETATIVE ADVANTAGE**.

Our second responsibility is to our Team members. Employees and all staffs must have a sense of security in their Jobs. The working condition for

satisfaction like wages, and salaries, productive working hours, clean Environment for Individuality, Freedom and organized system for the PROGRESS.

Our third responsibility is to our Management. Our Executives must be persons of Talent, Education, Experience and Ability. They must be persons of common sense and full of UNDERSTANDING.

Our fourth and last responsibility is to our stockholders and investors. Company must follow its Purpose and Business shall make sound Profits for sustainability in order to have EXPONENTIAL GROWTH & PROGRESS.

Our motto ***“LET’S DREAM AND DOING”.***