

ACCOUNT  
**VISION**  
EMPLOYEES

INTEGRITY  
BUSINESS STATEMENT  
MISSION

SERVICE  
CONDUCT  
STATEMENT  
INNOVATION

VALUE  
STRATEGIC

EXPENSE  
PRICE  
FINANCE  
COMPANY  
RULE  
GUIDING

**VALUE**

PLAN  
OBJECTIVES

COMPANY  
MARKETING  
PRINCIPLES  
IDEOLOGY  
INNOVATION  
CUSTOMER

VISION  
COMMERCE  
GOALS  
EXCELLENCE  
DOCUMENT  
MARKET  
TARGET  
SUCCESS