

Objectives and Goals ◀

Strategic Objectives : SO

- SO1 : Develop and innovate new services
- SO2 : Expand network to cover the targeted areas
- SO3 : Increase customer base
- SO4 : Improve service quality to match competitors
- SO5 : Create customer experiences
- SO6 : Consolidate IT support system for corporate operations and business processes
- SO7 : Improve staff performance
- SO8 : Improve to efficiency operational cost management
- SO9 : Maximize resource and concession asset management
- SO10 : Promote good governance, social responsibility, and corporate image

Goals

Short-Term Goals (1-2 Years) : Expand Network to the potential area, increase core business customer base, and efficiently manage operational cost, resources, and invested assets including strengthen customer experiences through service quality and ease of access to sustainably increase revenue and profit

Long-Term Goals (3-5 Years) : Seek new sources of revenue through service development and innovation. In addition, improve staff performance, management cost, and adapt operational processes to be suitable for business