

STRATEGIC PLAN

Extract

Our strategic plan for Fortune Sacco covers the period 2013 to 2017. This plan lays out the critical areas of focus for the Sacco in the period under review and provides the basis for the proposed plans in the next five years. In order to arrive at an acceptable document across the board, participatory method is used where questionnaires is administered to all members of staff members giving views touching all key pillars. Our strategic plan is divided into four key strategic perspectives/pillars; Finance, Customer, Internal processes and Learning and growth.

1) FINANCIAL PERSPECTIVE

The objectives of the financial perspective include the following:

- Grow the asset base
- Increase profitability
- Increase deposits
- Increase Return On Investment (dividends)
- Portfolio management

2) CUSTOMER PERSPECTIVE

The main objectives of the customer perspective are as following:

- Increasing tea market share.
- Increase market share in coffee
- Improve alternative service delivery channels(ATM, SMS, POS)
- Hire member care officers.
- Venture in Micro-finance by first putting in place effective structures to administer the loans.

3) INTERNAL PROCESSES PERSPECTIVE

In order to attain the above two perspectives, then internal processes must be effective as they are critical for the successful execution of the entire strategy. The main objectives under this perspective are:

- Implement all SACCO policies and procedures
- Continuous training of staff on use of software
- Improve use of Email

4) LEARNING AND GROWTH PERSPECTIVE

The learning and growth perspective address the capacity and organizational aspect of the strategy. They deal with staff issues as well as board and shareholder matters.

The key objectives under this perspective are:

- Improve staff capacity
- Enhance staff productivity
- Enhance governance

The above four perspective are meant to grow the organization in all aspects and above all spread tentacles to other areas of our country and create wealth to all the stakeholders in long run.