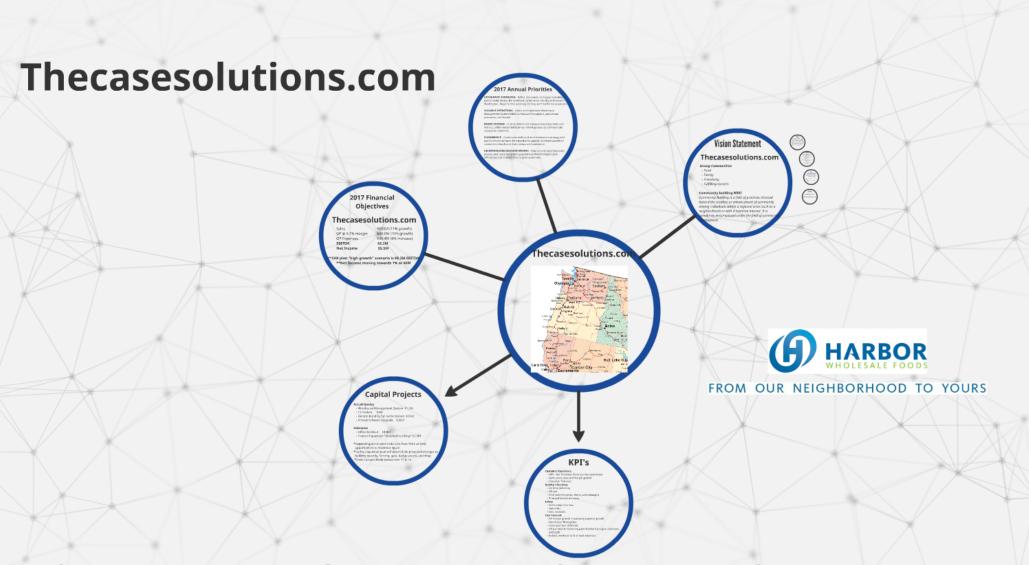


Succeeding in Fast-Growth Markets: Strategies for Smaller Players



Succeeding in Fast-Growth Markets: Strategies for Smaller Players

#### Thecasesolutions.com



## Vision Statement Thecasesolutions.com

#### **Strong Communities**

- Food
- Family
- Friendship
- Fulfilling Careers

#### **Community building WIKI**

Community Building is a field of practives directed toward the creation or enhancement of community among individuals within a regional area (such as a neighborhood) or with a common interest. It is sometimes encompassed under the field of community development.

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- Western U.S.
- From "small business" t

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## Vision

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Harbor Wholesale Foods exists for the purpose of building stronger communities everywhere we do business. Our passion for building friendships, connecting families, and creating connections in neighborhood stores and restaurants extends beyond our own family and hometown. Our connections to local communities will someday extend throughout the Western U.S. The economic backbone of ouro vision comes from the success of small business owners and creatin of fulfilling career opportunities. Family business and small businesses are the foundation of America, together we grow, give back and succeed. From our neighborhood, to yours!

Justin Erickson - CEO

### **Core Values**

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#### Integrity, Trust, & Safety

Do what you say you're going to do, respect others, be fully accountable, and do the right thing.

#### Inquisitive, Smart, & Resourceful

Seek out better ways to deliver results, be creative, ask questions, understand the perspective of others, and never stop learning.

#### **Driven to Excel**

Work hard and deliver results. Continuously improve, and be an "A" player. Elevate the Company's reputation at every opportunity. Be inspirational.

#### **Personable & Friendly**

We treat each other with deserved respect. Follow the Golden Rule. Remain humble.

Bring happiness!

#### **We Serve One Another**

"Their success is our success", we're happiest when serving others. We build mutually beneficial relationships with our stakeholders and seek out "win-win" solutions.

# Tigs Totally Inspirational Goals Thecasesolutions.com

#### **EXPAND OUR COMMUNITY!**

- \$1B of revenue by the end of 2020
- 1% Net
- Western U.S.
- From "small business" to "large business"
   >500 team members

## **2017 Goals**

Theme: YOUR VERY BEST! Exceeding expectations.

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## 2017 Financial Objectives

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Sales

GP @ 8.1% margin

**OP Expenses** 

**EBITDA** 

**Net Income** 

\$600M (11% growth)

\$48.6M (10% growth)

\$40.4M (9% increase)

\$8.2M

\$5.5M

\*\*SAR plan "high growth" scenario is \$8.2M EBITDA

\*\*Net Income moving towards 1% or \$6M