**Mission Statement**

To provide our customers with world class services delivered efficiently and effectively with individual pride and company spirit.

**Vision**

To dominate provision of Information Technology, Communications, Acquisition, Program/Project Management, Operational Analysis and Engineering support on behalf of our clients.

*Personal – To be a $500 million business unit within 5 years.*

**Values**

* Our position of **trust** with our clients - its foundation in partnership, respect, fairness, credibility, and keeping our commitments is fundamental to success in all our engagements.
* Our **people** - their passion for the mission, intellectual capital, creativity, and ability to lead make our reputation and ensure the success of our company.
* **Quality** in all that we do - by our quest for excellence, value creation, and innovation we seek to deliver the best value for our clients and always improve all elements of our business.

**Strengths**

* Human Capital – Right personnel in right jobs.
* Knowledge Capital - Tribal knowledge; Contributes to our competitive advantage; Contributes to Customer Service/Relationships
* Resources – Production Center (Physical); Availability of B&P funds (Financial); Reputation (Company and Individual)
* Teamwork
* Customer Management – Selecting/Acquiring/Retaining/Relationships
* Customer Communication – Interact with customers frequently and Respond to needs
* Customer Satisfaction – Provide exceptional customer service
* Customer Loyalty

**Weaknesses**

* Organizational Capital – How does it feel to be in this organization; Do employees like coming to work; Does everyone get along; Who is in charge; What’s the organizational culture?
* Customer Mix
* Organizational Culture/Structure
* Market Analysis – Size; growing or shrinking

**Opportunities**

Technologies, Competitive Rivalry, Growing Market, New Markets

**Threats**

Political/Legal, Social, New Competitors

**Increase Value to Customer**

* Provide lower cost through operational excellence.
* Provide complete solutions through intimately knowing customer needs and wants.
* Offer most attractive prices
* Purchase and source from low-cost suppliers
* Offer excellence and consistently outstanding quality
* Make filling requirements fast and easy.

**Potential New Markets**

United Nations; World Bank; World Trade Organization; International Monetary Fund

**Identify Competitors (Current and Potential)**

* Direct Competitors – Identify Strengths and Weaknesses; Competitive Advantages
* Indirect Competitors
* New Competition – New NATO Nations; Develop relationships with world class companies within the new NATO Nations

**Growth**

* Leverage Market and Product Knowledge – Improve knowledge of ManTech product offerings
* Expand into NATO Nations’ Ministry of Defense and Foreign Ministries.
* Develop Strategic Partnerships
  + Provides increased Market reach
  + Access to new customer base
  + Facilitates entry into new Market
  + Shared Human Resources

**Evaluate Opportunities (Annex 1)**

* Short-term Goals – Up to 18 months
* Strategic Goals – Up to 5 years
* Focus on High Impact / High Growth Activities
* Focus on “Real” vs “False” Opportunities

**Revenue Generation**

* Increase Revenue by 15% Annually
* Increase Gross Profit by 15% Annually

**Risks**

* Economic
* Financial
* Legal/Regulatory
* People Issues
* Tarnished Reputation
* Terrorist Attack (NEO Plan in place)