

Strategic Plan

Mission Statement

Our mission is to provide premium services and solutions to underserved brands in high-value segments

Vision Statement

Our vision is to evolve from a reactive “Commodity Supplier” to a proactive “Thought Partner” for identified groups of brands.

Values Statement

The Star Group is a team of inspiring leaders who solve branding and packaging challenges. We encourage collaboration and achieving common goals through teamwork. We trust and respect one another and communicate our expectations openly. The Star Group conducts business with honesty, fairness and uncompromising integrity. We believe in work-life balance and that our people are our most valuable asset.

Competitive Advantages

Like a boutique branding agency, Star uses an insight-driven, design-led approach to solve branding challenges. We view products as opportunities to tell compelling

Strategic Objectives

- ① **Market Driven Solution Development: "LEAD THE MARKET"** Develop premium quality branding and packaging products and solutions for small to mids...
- ② **Commercial Market & Customer Development: "LEAD OUR CUSTOMERS"** Lead through world class creative services and market insights, proactive ...
- ③ **Operational Excellence: "SERVE OUR CUSTOMERS"** Create a high value supply chain delivering speed, consistency and flexibility, and drive opera...
- ④ **Systems, Capabilities and Organization: "EMPOWER & ENABLE OUR TEAM"** Create an organization where individuals and teams are recognized, de...

Strategic Objectives, Goals, Initiatives

Market Driven Solution Development

Goal #1: Core Product Growth - Focus on products where we are successful and...

- HEAT TRANSFERS - Build \$.5M business with leadership in innovative high
- BRANDED PACKAGING - Analyze addressable market, create overall strategy,
- HANGTAG, PRICE TICKET, CARE LABEL TRANSLATION SOLUTIONS - Research and
- TARGET SEGMENT SOLUTIONS - Analyze Business and Production model to ensure

Goal #2: Sustainable Solutions Leadership - Establish leadership in sustaina...

- ARTICULATE SUSTAINABILITY STRATEGY - What does Star want to stand for and how
- OPPORTUNITY ANALYSIS, CAPABILITY REVIEW AND INSIGHT GATHERING- Identify
- PRODUCT LINE EXTENSIONS - Based on Market/Consumer/Customer Insights,
- THOUGHT LEADERSHIP POSITIONING - Evolve to become the destination of choice

Goal #3: Innovative Solutions and Product Line Expansion - Leadership Team s...

- MARKET ANALYSIS - Identify unserved opportunities in the market. Research gaps
- CREATE PROCESSES - Implement Process for Identification of Innovative Solutions and
- New Products and Solutions Development - Assign roles and execute Service & Solution
- MARKET COMMUNICATIONS FOR NEW PRODUCTS/SOLUTIONS - Determine

Commercial Market & Customer Development

Goal #1: Strategic Account Management - CUSTOMER RETENTION- Defend The Business. Achieve be...

- DEVELOP ANNUAL OPERATING PLANS - Evolve to become more strategic with
- COMPETITIVE ANALYSIS - Continuously familiarize ourselves with the client's and
- SECURE FEEDBACK - Construct and roll out Customer Satisfaction Survey so we can
- DELIVER PROACTIVE SOLUTIONS - Evolve from a reactive supplier of products to a

Goal #2: Business Development - CUSTOMER ACQUISITION - Evolve from a "Commodity Supplier"...

- DEFINE THE MARKETS - "What qualifies as an SMB and underserved brands". Become
- RESOURCING - Identify hiring opportunities and onboard talent to execute business
- PLANNING - Reform our approach to Customer Acquisition by modernizing our
- TEST AND PROVE VIABILITY OF OPPORTUNITY - Leverage branding and

Goal #3: Creative Design and Development Leadership - Star employs creative talent to provi...

- INSIGHT GATHERING - Analyze brands by market (ie. contemporary), category (denim),
- IMPROVE ORGANIZATIONAL CAPABILITIES- identify trends that inform our product
- FOSTER ENGAGEMENTS - Increase proactive solution development and
- QUALIFY AND INCREASE TALENT - Increase packaging design and engineering

Goal #4: Global Marketing Support - Build awareness, affinity and loyalty for The Star Grou...

- PROCESS IMPROVEMENT- Install new

Operational Excellence

Goal #1: Supply Chain Operation Improvement - Position company for growth an...

- OPERATION REVIEW - Hire of Sourcing and Manufacturing Strategist to advise on
- FOOTPRINT ANALYSIS - Review and confirm factory locations and specific
- EXECUTE STRATEGY TO ONBOARD PARTNERS - Global Location Optimization

Goal #2: Business Relationship Building - More engagements = more business o...

- EVALUATE VIABILITY OF BACK END ENGAGEMENTS - Review existing approach
- INCREASE CUSTOMER CONNECTIVITY - Identify opportunities, hire and onboard

Goal #3: Secure Certifications - Identify all key industry certifications an...

- RESEARCH AND GATHER INSIGHTS - Communicate with clients and partners, and
- PURSUE AND ACQUIRE KEY CERTIFICATIONS - Secure increased number
- MARKETING SUPPORT FOR CERTIFICATIONS - Build awareness and

Systems, Capabilities and Organization

Goal #1: Recruitment and Talent Acquisition - Build dedicated, empowered, enabled, globally...

- REVIEW PROCESS - modify talent acquisition process to align with our defined
- HIRE TALENT - Use talent acquisition to create ability to connect more closely with
- EFFECTIVENESS - create and leverage tools and surveys to measure employee

Goal #2: Staff Development & Retention - Ensure that every staff member is actively dev...

- IDENTIFY OPPORTUNITIES- Align on goals of learning and development and address
- DEVELOP TRAINING PROGRAMS - Determine appropriate content and
- ROLL OUT ORGANIZATION-WIDE TRAINING - Train both US and HK on Star Strategy,

Goal #3: Information Technology - Execute integrated IT plan to improve front-end and back...

- ONLINE ORDERING - Roll out online ordering for all customers to lock in
- TRANSLATIONS - Identify strategy and partners to create Translation Solutions
- BUSINESS DEVELOPMENT SYSTEMS - Identify, align and implement technology

Goal #4: Finance - Implement change to improve margins, reduce costs and resourcing for non...

- ACQUIRE MORE CAPITAL - Secure more capital for expansion if analysis of supply
- IDENTIFY OPPORTUNITIES - Employ outside resources and internal team to