

Strategic Plan 2021-2025 Executive Summary

Mission, Vision and Values





MISSION · VISION

MISSION

Taurus Group is committed to making life at home more comfortable while respecting the environment and diversity

We are a global brand, which for 60 years has been improving people's lives by providing practical solutions to their needs. Every day we continue to innovate to meet the new challenges and concerns of our customers and the world around us.

We are an international company with subsidiaries on all continents. Open to other ways of thinking and other cultures. We recognize that our differences bring richness to the work environment and help us to better understand the needs of our staff, our customers, our partners and ultimately the world.

VISION

To be relevant in home appliances industry in our countries and consolidate the European and American market



VALUES

We are a Family Business

We are a family company, friendly and authentic. Made of people, for people who are like us.

We look for Excellence

We are not satisfied with just doing things right: we want to be the best in everything we do. This attitude makes us give our best and constantly look for ways to improve everything we do.

We Respect

We respect our environment and diversity.

We Commit to our Responsibilities

We are committed to what we do. We assume our responsibilities and make responsible decisions.

We Encourage Opinions

We want our people to give their opinion. We listen to everyone's voice and reach consensus on decisions.

VALUES

We believe in People Growth

We promote people's professional development.

We focus on Business Development

We focus on sustainable growth by driving the development of our business areas and new opportunities.

We Don't Waste

We do not waste. We use resources responsibly and efficiently.

We Move

We believe in the culture of change and promote dynamism to make things happen.

We Have Fun

Work and professional development is a fundamental part of our lives. We look for a pleasant workplace environment and, why not, fun.

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