
Chapter 5

MISSION

COMERCIAL DE HOJALATA Y METALES, S.A. “COMESA”, whose major fields of activity are cutting, classifying and commercializing of Electrolytic Tinplate and Electrolytically chromed / oxichromed steel.

VISION

Transform the Group into a known reference amongst other European service centers dedicated to cutting and commercializing Tinplate. To this end the general policy of the company is to:

Consolidate the role of leadership of COMESA and its group within the sector and expand the business to new markets.

- Obtain highly satisfied customers through investment in customer loyalty and long term commercial relations.

Our policy is based on following **strategic targets**:

- Channelize the commercialization of available stock material (after classification) to all customers
- Channelize the commercialization of programmed orders to small customers
- Consolidate the cutting service (Tooling)
- Establish strategic alliances with suppliers and customers
- Maintain efficient and up-to-date Systems of:
 - Quality Management
 - Health and Security Management (on the work floor)
 - Environment Management
 - Food Security Management

directed at continuous improvement and customer satisfaction

MADE BY:		APPROVED BY:	
FRANCISCO J. COBERTERA LAGUNA		FRANCISCO J. COBERTERA LAGUNA	
CHAPTER: 5	REVIEW: 0	DATE: July 2017	PAGE 1/2