

Employees Manual

This document is a guide with a set of values to all employees within Dan Equity group. The content is produced in order to engage all employees and give a solid platform for customer and employee satisfaction. It is also the essential core of our businesses to enable happiness and growth.

You are the asset

Your goal is to build a long term sustainable and profitable business and at the same time enjoy life balance with family and friends. At [Our Company] you are given the flexibility and freedom to contribute to your own development and the company's success. You are [Our Company]'s greatest asset and are able to form your position as the company grows. Together with your colleagues you are part of one fantastic team.

Branding

Putting [Our Company] name out there is our key to long term recognition. For every product, system, document or service [Our Company] produces, we shall always brand it with [Our Company] name and identification tag. Shipments from our suppliers shall always be made to the [Our Company] warehouse for branding and quality inspection. We fully control the customer experience.

Long term relations

Build long term relationships with customers! Increasing and repeated sales to existing customers is much easier than chasing new clients. Let the word spread from satisfied customers to others, the best advertising ever.

Treat all the same

No customer is too small and no customer is too big, [Our Company] treats all customers the same. By applying our policies to small clients, [Our Company] may enjoy the boom. By applying our policies to big clients, [Our Company] may avoid getting busted or dominated. Treating all customers the same gives us an advantage to risk/reward growth.

Keep improving

Keep improving and keep learning. [Our Company] will give you the opportunity for personal development in many dimensions. Our business is young and you have the possibility to take part in various functions within the company. Be curious and eager to make things better and innovative.

Be supportive

Be supportive instead of directing towards your colleagues. By helping and supporting each other we will together create an environment with engagement, fellowship and joyfulness.

We are digital

The digital world is content-driven. [Our Company] should take advantage of digital trends, tools and platforms in order to be actively engaged.

Profitability

Think profitability; in other words; black numbers on the last line. Customers tend to set higher value on products and services that are premium priced. Profitability enables us to create a learning organization and attract skilled colleagues to our workforce.

Life is great

Strive forward, be persistent and view setbacks as an opportunity to learn. And remember, there are only great days in life, some are just a little bit less great.