

Goosefeather Design

Ten Business Principles

- 1** The goal of our company is to provide the highest possible quality creative services. We will do this at the most competitive prices possible, consistent with our quality and profit standards.
- 2** Our business will be run in a manner that allows us to make a fair profit. We believe that doing so strengthens our company and allows us to provide the additional resources that create added value for our clients.
- 3** We will strive to cultivate relationships with clients who need and can appreciate the additional impact that work of our quality creates for their organizations, products, and services.
- 4** We recognize that each of our clients can obtain similar services from other suppliers. We will constantly strive not merely to meet, but to exceed, the expectations of each of our clients.
- 5** We will measure the effectiveness of the services we provide not only by our own standards, but also by how well they meet the specific objectives of our clients.
- 6** We believe in open, ethical, and nondiscriminatory business practices. We will treat each of our vendors, clients, and employees in a respectful, fair, and above-board manner.
- 7** We acknowledge that our business is built on the collective talents of our employees. We pledge to be an equal opportunity employer that provides above average wages and benefits and a pleasant working environment.
- 8** We expect each of our employees to dress and act in a business-like manner, to treat others with respect, to be loyal to the best interests of the company, and to constantly strive for self-improvement.
- 9** We commit ourselves to keeping up with the business techniques and technologies that will allow us to provide better services for our clients, and better working conditions for our employees.
- 10** We commit ourselves to encouraging innovation and new ideas, styles, and approaches in order to maintain our competitive edge. We willingly accept the risks that come with this.