

## The Preparation of Ethical Codes and Mission Statement of Koomeh Company, Iran

Abbas Sadeghi

Sama Technical and Vocational Training College, Islamic Azad University, Shiraz Branch, Shiraz, Iran  
[Sad100eghi@gmail.com](mailto:Sad100eghi@gmail.com)

**Abstract:** Given the importance of strategic management in organizations and companies around the world, this research aims to develop ethical and Mission statement of Koomeh Company in Iran. In this study, after the necessary studies, by distributing and collecting questionnaires mission statement and ethical codes of the company is prepared.

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### Introduction:

Manufacturing companies should prepare themselves to compete with foreign competitors products and strategic management helps companies in their respective industry pioneer and the creative act. This means that instead of react to the events, companies should try to affect the environment. The strategic management is a symbol of a scientific and systematic method that helps the companies to be innovative rather that reactive. Mission statement of any company is the leading end of the company toward serving the humanity. This paper aims to define mission statement and ethical codes of Koomeh Company using strategic management approach.

### The necessity and importance of research:

Koomeh Company is competing in a market with around 140 domestic and about 12000 international companies in the Teflon Market. In such an important situation, koomeh managers need to be more innovative and creative and competitive. Doing so, helps to this company to have its own share from the Teflon market

### A brief description of Koomeh Company:

Established in 1982 that established the production capacity of 300 tons per year with the initial employment of 45 persons. In 1991 its production capacity reached to 1500 tons per year. Now produces 15000 tons Teflon per year.

The raw materials for production of Teflon containers: Raw materials used in Teflon containers are as follow:

- aluminum thicknesses 5/1 and 5/2 mm (NAOH)
- nitric acid (HNO<sub>3</sub>)
- hydrochloric acid (HCL)
- Teflon materials including Teflon primer
- Nylon.
- The refractory

- metal clamps
- nail null
- Box
- Essentials package
- Body colors

### The basic objectives of the research

This research will look at the following objectives:

- 1 - the company's ethical code
- 2 - the company mission statements

### Research question:

The basic research question is the following: "what are the ethical codes of Koomeh and how to prepare its mission statement?"

### Research method:

Exploratory research is done and the methods used to gather information are questionnaires and interview.

### Data collection methods:

the information gathered through library research, interviews, questionnaires and documents were studied.

### Findings:

Company ethics of Koomeh

Ethical principles of the company can be defined as: We want people to trust us. This normally comes from the responsibility that we are commitment to the customers, owners, vendors and suppliers of raw materials, families and communities in which we live. The focus of this relationship is trust and the trust is based on honesty, integrity and adherence to ethical principles.

We believe that we are responsible for the people that use our products. Our relationship with the consumers is based on trust, honesty and leanness. They know that they can not to use our products but, also know that they can rely on our logical words and

pleasant behaviors and if we do a mistake we are committed to correct ourselves.

We supply high quality products with a rational price so we can gain well by the investments of the investors and share holders. It is our vision to add to the values of their shares and investments in the future years.

Vendors and suppliers of raw materials should be aware that we are fair. Benefits of Koomeh determine the path that our decisions about which products will be purchased will be determined. Our decisions are based on factors such as quality, price, product type and worth of products.

We want our families boast due to the fact that we are persons that are committed to our jobs and behaviors. Because, we are working in the company that is reputed in the aspects of honesty, integrity and trustfulness. We are aiming to create an appropriate balance between work and family. Regardless of the products that we offer to the society, we are defenders of environmental preservations and philanthropic works.

**Mission Statement:**

Koomeh Company is currently the producer of Teflon dishes with different types and colors with a resistant double layer anti stick cover. This company aims at producing products on a continuum of home

accessories; meat grave, rice baker, fruit juice maker, and other kitchen accessories. Our geographical area currently is all of the Iran except Hormozgan and Sistano Baluchistan. Outside of Iran, we are currently active in Middle East , South-East Asia and Africa. We attempt to develop markets in Iran and around the world. Regarding to the technology, we attempt to use the latest updated available technologies in Iran and the world. If we couldn't receive to the most updated technologies around the world, at least we attempt to be aware and have information about such technologies.

The company goes toward a fair profit, high quality products and appropriate price to warranty the success and attain to its financial goals

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