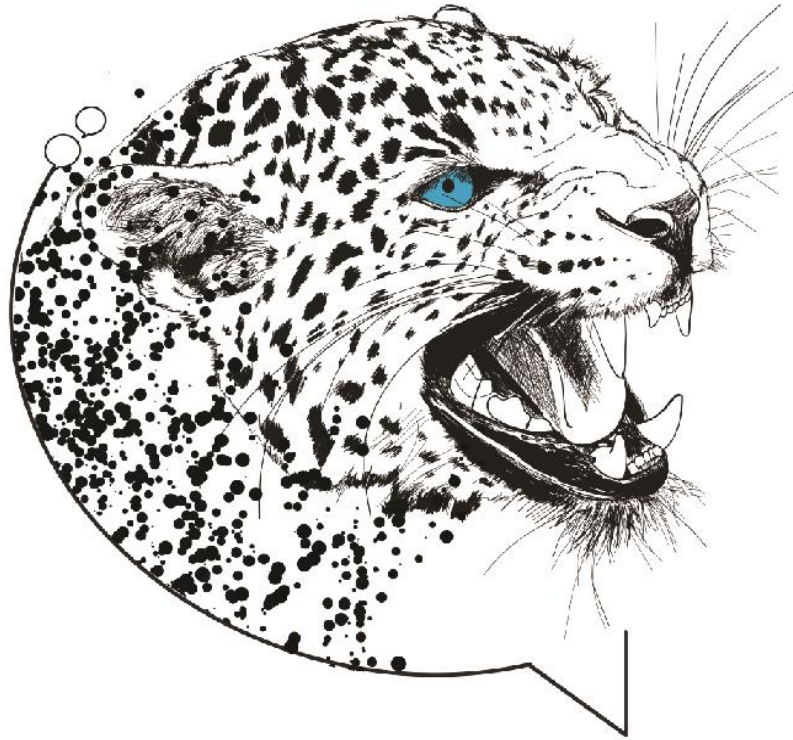




Your Reliable Messaging Hub



Broadnet Guiding Principles



📞 broadnet sms ✉ sales@broadnet.me 🌐 www.broadnet.me

Lebanon | UAE | UK | Italy | Malta | India | Egypt | KSA | Australia | Jordan | USA | Bahrain | Qatar | Oman | Singapore | Nigeria | Turkey

Who We Are?

Broadnet is an international leading business messaging solution provider with a diverse team of over 200 employees hailing from various nationalities worldwide. Established in 2003, our organization currently boasts 12 offices, and we are firmly committed to imminent and continuous expansion.

At the core of our business philosophy lies an unwavering commitment to conducting all activities with the utmost honesty, integrity, and strict adherence to prevailing legal regulations. We place great emphasis on considering the interests of our valued clients, dedicated employees, proficient management, and esteemed owners in every aspect of our operations.

As a responsible global entity, we recognize the significance of compliance with laws and regulations, both locally and internationally. It is through this compliance that we aim to maintain trust and foster enduring relationships with our stakeholders. We take pride in our ethical approach to conducting business, upholding transparency, and fairness as the bedrock of our interactions.

To attain our objectives, it is imperative to establish and effectively communicate the Guiding Principles of Broadnet's Code of Practice. This Code has been thoughtfully crafted with a specific purpose in mind, encapsulating the values and standards under which Broadnet operates. Upholding these principles is of paramount importance, as it directly impacts on the reputation and sustained success of our organization.

Broadnet takes a proactive approach to disseminating this Code, ensuring widespread distribution among all employees. Each team member is entrusted with actively embracing and exemplifying the principles enshrined within it. By doing so, they play a vital role in upholding ethical standards and fostering a culture of integrity and excellence within Broadnet.

Our commitment to these Guiding Principles underscores our dedication to being an ethical and responsible corporate entity. We firmly believe that a shared commitment to these principles is the cornerstone of our organization's enduring success and profitability. Through active participation in implementing these principles, every member of our team contributes to shaping a positive and prosperous future for Broadnet.



We are committed to:

1. **Quality of work for our clients:** Our top priority is delivering exceptional services and products to our clients. We continuously strive to exceed their expectations by providing the highest quality service, maintaining competitive pricing, and meeting project deadlines efficiently.
2. **Respect for cultural identities:** We cherish the opportunity to work with diverse clients and partners from around the world. We embrace and respect the unique cultural identities, laws, traditions, and values of each country, fostering a strong foundation for mutual understanding and harmonious business relationships.
3. **Integrity of the Company and our staff:** We uphold the values of honesty and reliability as the cornerstones of our organization's integrity. Trust and ethical conduct guide all our business decisions, ensuring that we maintain a reputation for integrity and transparency in all our endeavors.
4. **Responsibility and Accountability of our staff:** We believe that empowering our employees with clear goals, adequate resources, and autonomy leads to outstanding performance. We hold every team member accountable for their actions and results, fostering a culture of responsibility and personal growth within our organization.
5. **Customer Satisfaction:** We are dedicated to ensuring that our customers are delighted with our products and services. We actively seek feedback and take the necessary steps to address any concerns promptly, aiming to build long-lasting relationships based on customer satisfaction.
6. **Continuous Improvement:** We embrace a culture of continuous improvement to enhance our processes, services, and products continually. By constantly learning and adapting, we stay at the forefront of innovation and provide the best solutions to our clients.
7. **Employee Development:** We invest in the professional and personal development of our staff. We encourage learning opportunities, training programs, and career growth, empowering our employees to reach their full potential and contribute meaningfully to the organization.
8. **Social Responsibility:** We are committed to being responsible corporate citizens by giving back to the communities we serve. Through various social initiatives and partnerships, we aim to make a positive impact on society and contribute to sustainable development.

9. **Environmental Sustainability:** We strive to minimize our environmental footprint by adopting eco-friendly practices, reducing waste, and promoting energy efficiency. We are committed to protecting the environment and contributing to a greener and more sustainable future.
10. **Data Privacy and Security:** We prioritize the confidentiality and security of our clients' data. We implement robust data protection measures, adhere to industry best practices, and comply with relevant data privacy regulations to safeguard sensitive information.
11. **Innovation and Creativity:** We encourage innovation and creativity within our organization. We foster a collaborative environment that values diverse perspectives, enabling us to develop innovative solutions that address our clients' evolving needs.
12. **Long-Term Partnerships:** We aim to build enduring partnerships with our clients, employees, and stakeholders. We believe in nurturing strong, long-term relationships founded on trust, mutual respect, and shared success.

Our commitment to these principles is unwavering, and we constantly strive to uphold these values in all aspects of our business. By adhering to these guiding principles, we aspire to achieve sustainable growth and contribute positively to the communities and industries we serve.

Business Ethics and Morality

Broadnet's employees are expected to respect the truth and act correctly when conducting business in Broadnet's name. They are inspired by the principles of fairness, loyalty, transparency, and efficiency.

Broadnet's employees must avoid any situation and activity where a conflict of interest may arise that can interfere with their ability to make impartial decisions in the best interest of Broadnet. Any situation that may constitute or give rise to a conflict of interest must be avoided or immediately reported to one's superiors.

Health, Safety, and the Environment

We place the highest priority on the well-being and safety of our employees. Equally important is our responsibility towards the environment. We actively strive to minimize our ecological footprint by implementing sustainable practices and promoting environmental awareness within our community.

Decisiveness

Employees are expected to exhibit confidence in their decision-making style and should not procrastinate. They should reach a decision after appropriately evaluating various potential solutions and after consultation with their staff.

Creativity

Employees at Broadnet are encouraged to be imaginative problem solvers, using unique perspectives to address challenges. We empower them to adopt creativity within their teams and duly recognize and credit innovative contributions. Embracing creativity drives our success and positions us as industry leaders.

Setting an Example

Broadnet's employees lead by example, demonstrating dedication, punctuality, good conduct, honesty, and unwavering integrity. Their actions inspire and guide their subordinates to emulate these values, adopting a culture of excellence and trust within the organization.

Risk Management

We prioritize efficient risk management, and our employees play a pivotal role in this endeavor. Employees are encouraged to:

- ✓ Identify existing or potential risks proactively.
- ✓ Take affirmative steps to mitigate these risks effectively.
- ✓ Continuously monitor the situation for early detection of additional risks.
- ✓ Develop contingency plans to respond to changing circumstances and communicate identified risks to relevant departments such as legal, insurance, safety, and more.

Staff Development

In accordance with Broadnet's well-tested best practice, Managers should develop the skills and competencies of their subordinates through in-house training, external seminars and development activities related to their current and future work assignments, whether on or off the job. By investing in our workforce's professional development, we empower our team members to excel, adapt to challenges, and contribute to our organization's continuous advancement, solidifying Broadnet's position as an industry leader.

Self-Development

Employees are expected to follow Broadnet's tradition and try to be active learners. Throughout their career, they should proactively engage in activities aimed toward increasing their own technical, professional, and managerial skills.

Teamwork

At Broadnet, every employee plays an integral role as part of a cohesive team. We collectively work towards achieving shared objectives, fostering a sense of pride in our accomplishments.

Communication

In the best tradition of Broadnet's corporate culture, Managers are encouraged to maintain daily contact with their team members, fostering open lines of communication, harmony, trust, and loyalty within the team. To ensure clarity, all ideas and tasks should be communicated clearly to individuals or groups, leaving no room for ambiguity. Important verbal communications are to be followed by written confirmations.

Financial Awareness

Broadnet emphasizes the importance of financial awareness among employees. It is vital for each team member to understand and adhere to established procedures for monitoring and controlling financial aspects related to their scope of responsibility. Whether operating within a profit center, where revenues and costs require careful monitoring, or a cost center with a focus on expenditure control, financial vigilance is essential for our continued success.

Business Style and Entrepreneurial Spirit

We cultivate an empowering business culture that encourages employees to seek innovative solutions and take ownership of their actions. This approach has not only transformed the way they perform their jobs but has also significantly enhanced their satisfaction with the company. We believe in nurturing an entrepreneurial spirit that fuels creativity and drives our organization towards continued growth and success.

Motivation, Persistence, and Initiative

We encourage employees to embrace motivation, persistence, and initiative in their daily endeavors. It is essential for each team member to:

- ✓ Demonstratively follow through energetically after initiating a plan or task.
- ✓ Persevere in tackling challenging problems until they are resolved.
- ✓ Strive to accomplish tasks efficiently and effectively.
- ✓ Exhibit ambition and persistence, avoiding passivity and complacency.

We firmly believe that nurturing these exceptional qualities empowers our team members to consistently achieve outstanding results, making significant contributions to the continuous growth and resounding success of our beloved company, Broadnet.

Thank you for being a part of our exceptional success story.

