



LINIAN CRANE & HOIST COMPANY
The Mansion House, City Road, St Helens WA10 2UE
Tel : 01744 736 330
sales@linian.com www.linian.com

MISSION STATEMENT

Ambition

To achieve our full potential as the very best at what we do.
To reward the trust placed in us by our customers.
To deliver a consistently high quality service.
To be regarded as an excellent company to do business with.
To be admired as much for how we do business as for what we produce.

Values

To invest for the future in new technology and training.
To act with integrity, setting high standards.
To communicate and consult, creating good relations with our partners.
To strive for excellence through continuous improvement.

Goals

To raise our profile, strengthening our position in our chosen markets.
To grow the business, increasing sales volumes and raising profitability.
To expand and diversify, exploiting the potential of strategic partnerships.
To extend our capability to create new business opportunities.
To secure our future as a UK based family owned business.

