

Horse America Inc
Mission Statement

Our business purpose is to provide an equine shipping service as agent to our customers.

We want to provide this equine shipping service at the best of our ability, in line with the highest ethical standards, at a fair price.

Customers and services

- We will treat our customers with good manners and basic respect, and will strive to keep them informed at every stage of the progress of the shipment.
- We will arrange the best possible solution for the transport or shipping of our customers' horses, and we will focus on safety, reliability, expertise.
- We will return telephone calls from customers within a reasonable amount of time, we will provide them with a quote when asked, we will respond promptly to requests for information, queries, disputes.
- We will complete the commissions assigned to us and we will not leave them half-completed or dormant.
- We will be discreet and treat all information we acquire while shipping our customers' horses as confidential and object of privilege.
- We will provide our service with enthusiasm and dedication and take pride in our work.

Payments

- We expect to be paid for our work and the service we provide. We will issue an invoice as soon as we can and expect to be paid within a reasonable short time. This practice makes the company strong, independent and reliable, and will permit us to be good payers to our suppliers.

Financial returns for the company

- The shareholders of the company expect a financial return for their investment.
- The employees of the company expect a good salary for their work.
- Reserves must be created, research must be carried out, programs developed. Adverse times must be provided for, adequate taxes paid, new machines and cars purchased, new plans for progress developed.
- Our provision of a shipping service is therefore meant to be profitable for the company as a whole, and so fund salaries for the employees and profits for the shareholders.
- We will not be rapacious or greedy in our charging out, and we will try to conform to the ideas of fairness and honesty to the best of our judgement and common sense.

Fairness

- We believe in free competition and in the discipline of the marketplace. We also believe in basic principles of openness and fairness.

We believe that operating according to the principles exposed above, the company makes an important contribution to the marketplace and the industry, and creates a valuable community.

This document is meant to be a declaration of principles on the part of the company.