

The Five Principles

Freeing us to make a difference they are at the heart of everything we do.

Quality

The consumer is our boss, quality is our work and value for money is our goal

Our company is dedicated to the highest quality in all the work we do. Quality is the uncompromising standard for our actions, and it stems from our passion and our pride in being part of the Mars community. Quality work, which results from our personal efforts, is the first ingredient of quality brands and the source of our reputation for high standards.

Responsibility

As individuals, we demand total responsibility from ourselves; as associates, we support the responsibilities of others

We choose to be different from those corporations where many levels of management dilute personal responsibility. All associates are asked to take direct responsibility for results, to exercise initiative and judgment and to make decisions as required. By recruiting ethical people suited to their jobs and trusting them, we ask associates to be accountable for their own high standards.

Mutuality

A mutual benefit is a shared benefit; a shared benefit will endure

We believe that the standard by which our business relationships should be measured is the degree to which mutual benefits are created. These benefits can take many different forms, and need not be strictly financial in nature. Likewise, while we must try to achieve the most competitive terms, the actions of Mars should never be at the expense, economic or otherwise, of others with whom we work.

Efficiency

We use resources to the full, waste nothing and do only what we can do best

How is it possible to maintain our principles, offering superior value for money and sharing our success? Our strength lies in our efficiency, the ability to organize all our assets – physical, financial and human – for maximum productivity. In this way, our products and services are made and delivered with the highest quality, at the least possible cost, with the lowest consumption of resources; similarly, we seek to manage all our business operations with the most efficient processes for decision making.

Freedom

We need freedom to shape our future; we need profit to remain free
Mars is one of the world's largest privately owned corporations. This private ownership is a deliberate choice. Many other companies began as Mars did, but as they grew larger and required new sources of funds, they sold stocks or incurred restrictive debt to fuel their business. To extend their growth, they exchanged a portion of their freedom. We believe growth and prosperity can be achieved in another way.