

Open-mindedness Remaining open-minded is fundamental given that makes one of Domty core value is innovation. Using an approach that welcomes innovative ideas and encourages creative development to expand the variety of products offered to ensure quality. Domty is open to different solutions to diversify their portfolio. Viewing the innovation as an opportunity to expand our knowledge by integrating the product's new features into the old to ensure full production potential is explored. Motivation Motivation is instrumental in ensuring employees perform to the best of their abilities. Domty strives to create a work environment where communications and dialogue are open and transparent where employees feel trusted to do the right thing. When employees believe in others, they believe in themselves. Teamwork Together Everyone Achieves More therefore we can create a successful teamwork environment by ensuring supreme competency at all levels of operations, welcoming discussions to collectively reach the best decision for any given crossroad, building a positive and energizing work environment, fostering a healthy work-life balance, valuing diversity and draw on all different strengths, cultures, ideas, experiences, and talents to achieve our mission. Innovators Domty has been the world's largest white cheese producer for the past few years in tetra pack packages which is a type of plasticized carton for milk, juice and other drinks. Domty concentration on the last few years was on the quality of the new updates to the current products as Domty was the first to introduce the olive flavour on cheese and the first in introducing the 80-gram pack, first in introducing 125-gram pack, first in introducing the 1-kilogram tetra pack. Reputation The name of the company is needless to say in the dairy products markets, and they have gained the trust and loyalty of the customer since 1990 the year of establishment with their concentration on offering the best white cheese they can produce and then launching the other products therefore Domty owes the highest market share of the Egyptian cheese market and one of the two biggest cheese producers with a market share more than 40% and making it available for all retail outlets all over the country