

Strategy 2025–2030

Prepared by The Glow Studio

Introduction

Building the Future of British Precision

HEC Precision Engineering is entering an exciting new chapter. Our goal is to achieve £4 million turnover by 2026/27 and £6 million by 2030. And to have 3 – 4 apprentices by 2030.



To achieve this, we will focus on developing our existing customer base and targeting new organisations both Nationally (IE: Heathrow, Sizewell) and ones that have an international reach.

Our sector focus will be in our established markets — aerospace and defence — while strategically expanding into nuclear, renewables, commercial manufacturing (food production) and refurbishment (airport rollers).

Our strategy is not static; it is designed to evolve. We will regularly review performance across operations, people, and Sales/marketing, adapting to both macro and micro changes in the market.

This is not a “set and forget” document. It is a living roadmap — one that keeps us aligned, adaptable, and always looking forward.



Our strategy is not static; it is **designed to evolve.**

Our direction

MISSION

Our purpose, what we do and for who

Precision fuelled by people, powered by technology, delivered with Integrity.

HEC is a UK Subcontract Precision Engineering company. We manufacture high-performance metallic components for the aerospace, defence and affiliated sectors - combining decades of skill, advanced CNC technology, and genuine accountability. Our mission is to deliver precision engineering with integrity, speed, and a level of expertise that sets us apart.

VISION

Our Guiding Trajectory

To take British precision to the world

We aim to stand among the UK's most respected precision engineering companies - expanding into Europe and the USA and growing into a multi-site operation that blends innovation with efficiency. Our vision is global reach with a local heart, proving that performance and precision can still feel personal.

Precision
engineering
fuelled by
people,
powered by
technology,
and **delivered
with integrity.**

VALUES

Our way of working, our DNA

Updated Values



PRECISION WITH PURPOSE

Quality isn't optional; it's in every cut, curve, and conversation.



PEOPLE FIRST

We invest in our team's growth and wellbeing — because long-term skill builds long-term trust.



SERVICE WITHOUT EGO

Fast, honest, accountable, we solve problems with professionalism and respect.



PRIDE IN OUR PROFESSION

We take satisfaction in engineering excellence — showing respect for our trade, our customers, and our results.



HEC Values (Poster Version)

1. **Precision with Purpose:** Quality in every detail.
2. **People First:** Skilled, supported, and valued.
3. **Service Without Ego:** Responsive, reliable, and respectful.
4. **Pride in Our Profession:** Excellence built on respect and dedication.

Strategic context



Before setting our direction, we assessed HEC's current position using three key strategic tools: SWOT Analysis, Boston Matrix, and PESTEL.

Together, they paint a clear picture of where we are today, where opportunities lie, and any challenges.

SWOT ANALYSIS:

Understanding our core strength

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
Deep heritage and a highly experienced and loyal team. (25 – 40 years).	Limited marketing and a generic website.	Sector-specific growth in aerospace, defence, and nuclear.	Market competition (UK and overseas).
Diverse sector exposure with a strong apprenticeship scheme.	Lack of dedicated business development and sales resource.	Targeted marketing and business development expansion.	Economic volatility and cost pressures.
Healthy balance sheet and continual infrastructure investment.	Leadership and succession planning gaps.	Strategic acquisitions to enhance capability.	Ownership and exit transitions.
Exceptional Customer base – we work with some of the leading companies in the defence sectors.	Limited commercial focus at leadership level.	Second site expansion in a lower-cost region.	Rising operational costs (e.g., London housing).



INSIGHT

HEC's foundation is strong. Future success depends on sharpening our commercial edge, narrowing down our market sectors, strengthening leadership continuity, and amplifying our presence through sales, marketing and technology.

BOSTON MATRIX: Defining Where We Compete

Category	Sector Focus	Strategic Approach
★ STARS	Defence, Aerospace	Continue investment and leverage our strong reputation and capabilities.
❓ QUESTION MARKS	Nuclear, Renewables, Precision Refurbishment (Airport Rollers)	Targeted development through R&D, partnerships, and marketing to increase market share.
🐮 CASH COWS	Heathrow Warehousing	Evaluate potential sectors that can provide steady revenue and reliability.
🐶 DOGS	-	None identified — focus remains on scalable, high-value markets.



INSIGHT

Defence and Aerospace remain our growth engines. The next sector focus lies in developing nuclear, renewables and warehousing into sustainable “Stars” through market intelligence, marketing, business development and partnerships.

The future of the nuclear industry is interesting and is focussed on expansion and innovation, driven by climate change and energy security concerns.

INSIGHT

HEC is well-positioned to thrive in regulated, high-trust industries.





PESTEL ANALYSIS: Understanding the External Landscape

Factor	Key Insight
 POLITICAL	Russian and Chinese sanctions affecting Aerospace markets; strong government support for Defence and Nuclear innovation.
 ECONOMIC	Sector growth in Nuclear, Aerospace, Defence, and automation; opportunities for diversification.
 SOCIAL	Increased demand for sustainability and safety across manufacturing and food sectors (as diets change).
 TECHNOLOGICAL	Rapid advancements in automation, CNC, and digital integration — opportunities for AI-led efficiency.
 ENVIRONMENTAL	Green aerospace initiatives and sustainability in manufacturing offer strategic alignment. As does nuclear power.
 LEGAL	Heightened regulatory frameworks, particularly in defence and export compliance.

Priorities

2026–2027 ONWARDS

1

BRANDING & MARKETING

- ✓ Develop and launch a marketing plan. And agree resources to deliver.
- ✓ Approve and deliver the new HEC website.
- ✓ Strengthen brand presence with SEO, testimonials, and social media.
- ✓ Showcase our people, technology, and values.

2

FINANCE & SALES/ GROWTH

- ✓ Build financial plans for acquisitions and site expansion.
- ✓ Align investments with the £6M growth target.
- ✓ Strengthen forecasting, pricing, and pipeline management.
- ✓ Review all Terms and contracts with existing customers.
- ✓ Business Development plan to secure new business in line with our strategy.
- ✓ Account Management to ensure we are customer focused and maximising all opportunities within our current client base.
- ✓ Scheduled price reviews with customers.

3

OPERATIONS & ESG

- ✓ Develop an operational plan to support and help achieve our £6M growth plan.
- ✓ Embed Environmental, Social, and Governance (ESG) values into operations.
- ✓ Promote sustainability, efficiency, and community engagement.

4

PEOPLE & LEADERSHIP

- ✓ Create a “People Roadmap” to reach 32+ staff by 2030.
- ✓ Free up Management time for commercial focus and leading the team.
- ✓ Define and implement leadership succession and training.
- ✓ Plan for and Recruit x3 new Apprentices.



HOW WE'LL KNOW IT'S WORKING

Company KPI's:

-  £4M by 2026 – £6M by 2030
-  Pipeline customer forecast for minimum x2 years
-  New site expansion
-  2-4 new customers
-  Minimum x7 new members of staff to x32+ members by 2030 (More if we acquire a 2nd site)
-  Number of apprentices 3-4 by 2030

Website KPI's:

-  Qualified lead rate 1-5%
-  Avg. session duration 2.5-5+ minutes
-  Pages per session 3-6
-  Return visitor rate 25-45%
-  Tech doc downloads Steady MoM Growth

Focused brand.
Sustainable
growth. Strong
leadership.

HOW WE'LL MAKE IT HAPPEN

Here is our plan for keeping the strategy alive and moving:

Strategy Teams

Strategy team accountability. A small strategy team (Kevin, Darrel, Danny and Bev) to support each other, and tackle roadblocks together. To work on the strategy as a 'customer project'.

Monthly Check-Ins

Quick, energetic catchups, not boring meetings. To use technology, such as Trello boards and AI to keep on track. To review progress, celebrate wins, call out blockers, and line up next steps.

TIPS TO HELP MAKE THIS HAPPEN

(for rolling out the strategy)

1. HEC team to have insight to the strategy session notes and strategy; with clear communications from Kevin, Darrel, Danny and Bev.
2. Agree how to 'work on' the actions & plans. What tools will you use to track and monitor?
3. Be realistic and open (to change, setbacks and road blockers). How will you deal with them; what additional support do you need?
4. Keep learning and be curious about opportunities.
5. Naming the Strategy and giving it a brand identity can be beneficial to get buy in and commitment. E.g. HEC Guiding Trajectory, HEC 2030.

CONCLUSION:

Turning Vision into Reality

This is the start of HEC's next great chapter. Our strategy is not just about growth, it is about building a sustainable business, in the right sectors, that delivers excellence and creates ambition for all employees and stakeholders.

By 2030, we won't just reach £6m, we'll have developed HEC into a new company that's fit for the next 10 years and beyond.



HEC
PRECISION

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