



STRATEGY 2020

Audit · Accounting · Tax · Consulting

BDO

MISSION: WHAT DO WE STAND FOR?

Our mission

We are an independent Swiss firm operating in the auditing, accounting, tax and consulting services arena. Together with our motivated employees, we generate lasting added value for businesses, non-profit organisations and the public sector. We have the densest network of offices in the -industry and support our clients worldwide as a member of the international BDO network. We build trust through quality and strong commitment.

VISION: WHERE DO WE WANT TO GO?

Our vision

We are seen as the no. 1 in terms of trust, quality and service, and are the industry leader with 25,000 satisfied clients.

OUR VALUES

How clients benefit

Client management is based on the principle of the «client as partner». All clients have their own dedicated contact person who supports them on over the long term and coordinates all services provided to them by BDO. Our clients are always served by the office that offers them the greatest benefits. Responsibilities are defined on a case-by-case basis, and may be determined both geographically and on a thematic basis. Client partners bear ultimate responsibility for their client.

Quality and client benefits shape the way we think and act. We are also aware that an impeccable reputation is vitally important to the development of BDO. We address these considerations in everything we do.

In Switzerland, we cover all parts of the country and all linguistic regions. We have the best, densest geographical coverage in our industry, meaning we are always close at hand to address clients' needs and concerns.

Sustainability

Our corporate culture is geared towards people and sustainable actions. Excellent, lasting relationships with clients, employees and business partners are vital in our view. This enables us to ensure our employees support our clients on a long-term basis. For us, sustainability also means being careful and considerate in our use of natural resources.

Attractive employer

Within our firm, we encourage and require strong commitment, flexibility in terms of working hours and place of work, together with a team-based approach and healthy competition. In return, our employees earn genuine recognition, respect and fitting rewards. Outstanding achievement is specially acknowledged.

Competencies

The expertise of our employees is a key pillar of our success. For all employees, we encourage development at the appropriate level in specialist skills, management skills, personal and social skills, as well as entrepreneurial behaviour. In this way, we ensure our employees can identify our clients' requirements, concerns and expectations, address them in a pragmatic manner and exceed them time after time.

Personnel culture

BDO employees nurture fair, open-minded dialogue among one another and towards third parties – even in challenging situations. Respect and appreciation are the basic principles of the way we work. We stick to our promises.

Independence

We are a Swiss firm. Our owners are our senior management employees in Switzerland as well as our own pension fund. We preserve our independence of thought and action.

Integrity

We comply with all applicable legal and professional standards as well as internal policies.

A long-term approach

Long-term success is the firm's primary objective. The aim is for our owners to achieve an appropriate return on the capital employed. We strive for continuous growth in order to provide our employees with attractive opportunities for development and to enable us able to cope with rising demands.

BDO LTD

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BDO is one of the leading audit, accounting and consulting firms in Switzerland. With 33 offices, BDO has the industry's most solid network in the country. At BDO, we believe that close contact and professional expertise are vital to successful and lasting relationships with our clients. BDO audits and advises industrial and service sector companies, including SMEs, listed companies, public authorities and non-profit organisations. BDO's global network across 150 countries is utilised for clients with an international focus. BDO Ltd, with its head office in Zurich, is an independent, legally separate Swiss firm belonging to the international BDO network, whose head office is in Brussels (Belgium).