NATIONAL TOBACCO ADMINISTRATION

NTA Strategy Map

VISION
By 2022, the NTA shall have attained an improved quality of life of the tobacco farmers and other stakeholders through increased productivity and other income generating activities

MISSION:
To enhance capabilities, build synergistic relationship among sectors, and mobilize resources for the development of the tobacco industry for the benefit of the tobacco farmers and other industry stakeholders

CORE VALUES
Innovation
Performance Excellence
Client Focus
Teamwork
Respect for People
Resiliency
Entrepreneurship

Socio Economic Impact
- Sustained viable tobacco industry

Stakeholders
- Improved quality of life of tobacco farmers
- Assured production of quality locally-produced tobacco as desired by various markets

Internal Process
- Strengthen research and development and technology
- Effective enforcement of regulatory measures

Learning and Growth
- Develop competent and highly work-motivated employees in a conducive organizational climate
- Adopt a more efficient, effective and responsive information system

Financial Stewardship
- Attain financial stability

CLIENT RESPONSIVENESS

ORGANIZATIONAL EFFICIENCY