

UBUNTU EDUCATION

Balanced Scorecard

Vision: Be the leading xxxx supplier in xxxx in terms of product variety, customer experience, Market share, and profitability

Perspective	Strategic Objectives	KPIs	Targets	Initiatives
Financial Perspective <i>(How should we appear to our shareholders)</i>	Improve companies profitability	No of transactions	150 daily transactions	Run a lead generation campaign
		Avg. transaction value	increase to 2,000 USD	Increase no of SKU's to xxx
		Gross Margin	Increase to 45%	Renegotiate supplier agreements
		EBITDA	Increase to 20%	
Customer Perspective <i>(How should we appear to our customers)</i>	UX excellence	No of customer complaints	Reduce to 5/month	Hire a quality control manager
		No of product returns	Reduce to 1%	Implement a demand forecasting system
		Product availability	Reduce to 95% for the non essential lines and 100% for essentials lines	
Internal Perspective <i>(What business process should we excel at)</i>	Inventory management	Sell through rate	increase by 5%	Discontinue non selling sku'd
		Product rotation cycle	Increase by 10%	Run campaign on slow moving items
		No of inventory checks	Complete atleast 1 inventory check a month	Hire 2 new warehouse assistants
Learning & Growth Perspective <i>(How will we sustain our ability to change and improve)</i>	Train existing employees	No of trainings hours/employee	Increase avg training hours/employee to 2 hr/ month	Hire a training agency
	Hire highly qualified talent	No of open vaccancies	Fill 5 vaccancies a month	Hire a recruitment agency