Operational goals

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| Goals and focus | KPI | Reason/Barriers |
| Add of range of good quality products made in Australia  (Give more selection to customers) | The number of new product arrivals made in Australia in a month | Some people do not trust quality of overseas products |
| Extend opening hours  (Provide more accessibility to customers) | The average opening hours of a week | Lack of staff |
| Go green  (Improve public image of the company) | The percentage of products certificated by GECA(Good Environmental Choice Australia) out of all products in the store in a month | Higher price of green products can be less fascinating to customers |
| Increase shelf space  (Facilitate the new lighting range) | The number of shelves increased | Space shortage |
| Expand number of staff  (Cover up new position and vacancies from promotion) | The increased number of staff in each section | Difficulty of hiring good staff |
| Promote current staff  (Create new position in accordance with extension of opening hours) | The score of staff's work performance appraisal | Difficulty of keeping neutrality in choosing right person |
| Conduct a training of all staff  (Develop the sustainability features of major product lines) | The active participation rate of staff in training | Financial obstacles for well-organised training |

Team goals

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| Team | Deliverable | Goal | KPI | Due |
| Cashiers | KPI report | Decrease transaction mistake up to % | The percentage and amount of loss by misconduct in receving payment | Every month |
| Floorstaff | A brochure of lightning fixture | Promote our new lightning fixture to custmers | The sales point of new lightning fixture | During a month from launching new product |
| Management | Business plan | Expand business and extend staff number | The amount of expected profit increasing by term | By the end of June |
| Storemen |  |  |  |  |