**EX.NO:2**

**Date: 22.08.23**

**Strategic Map**

**OPTIMUM SPORTS**

Profit maximization

**Shareholder’s perspective**

Cost optimization

Revenue Growth

**Financial perspective**

**Customer’s perspective**

Customer satisfaction

Comfort

Good quality

Increase product varieties

Marketing and promotions

**Business perspective**

Competency

Best in market

Culture

**Learning and Growth perspective**

Learning and Development

Talent Management