

Management Committee KPI Meeting

Oct 31st, 2022

- 30% growth vs. last year



Sales

Checking the attractivity of our products and our
Marketing & Sales teams' performances



Profit

Identifying the most/least profitable categories/regions

- Margin : 10 % next year

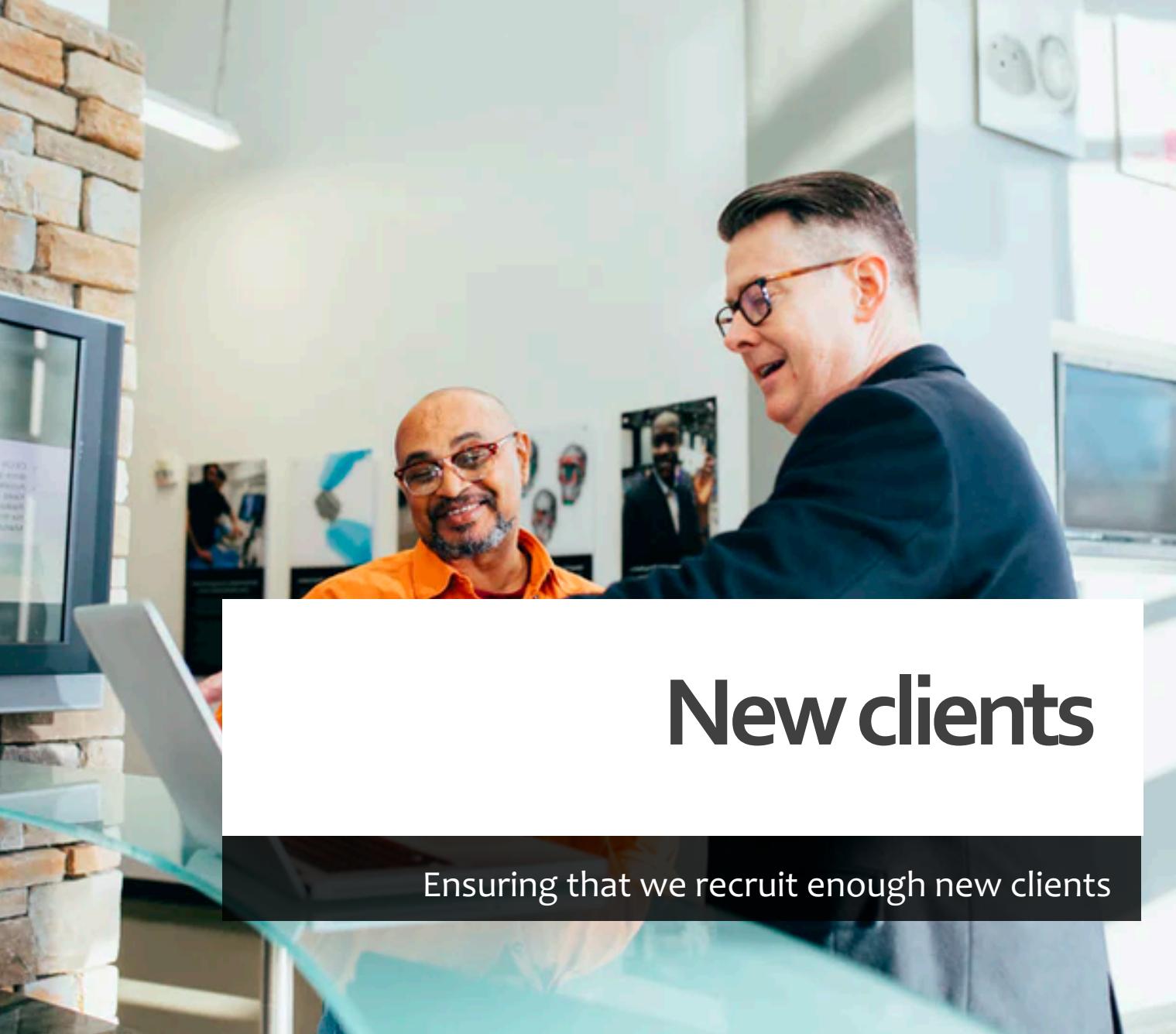


Average basket

Understanding how to improve our sales

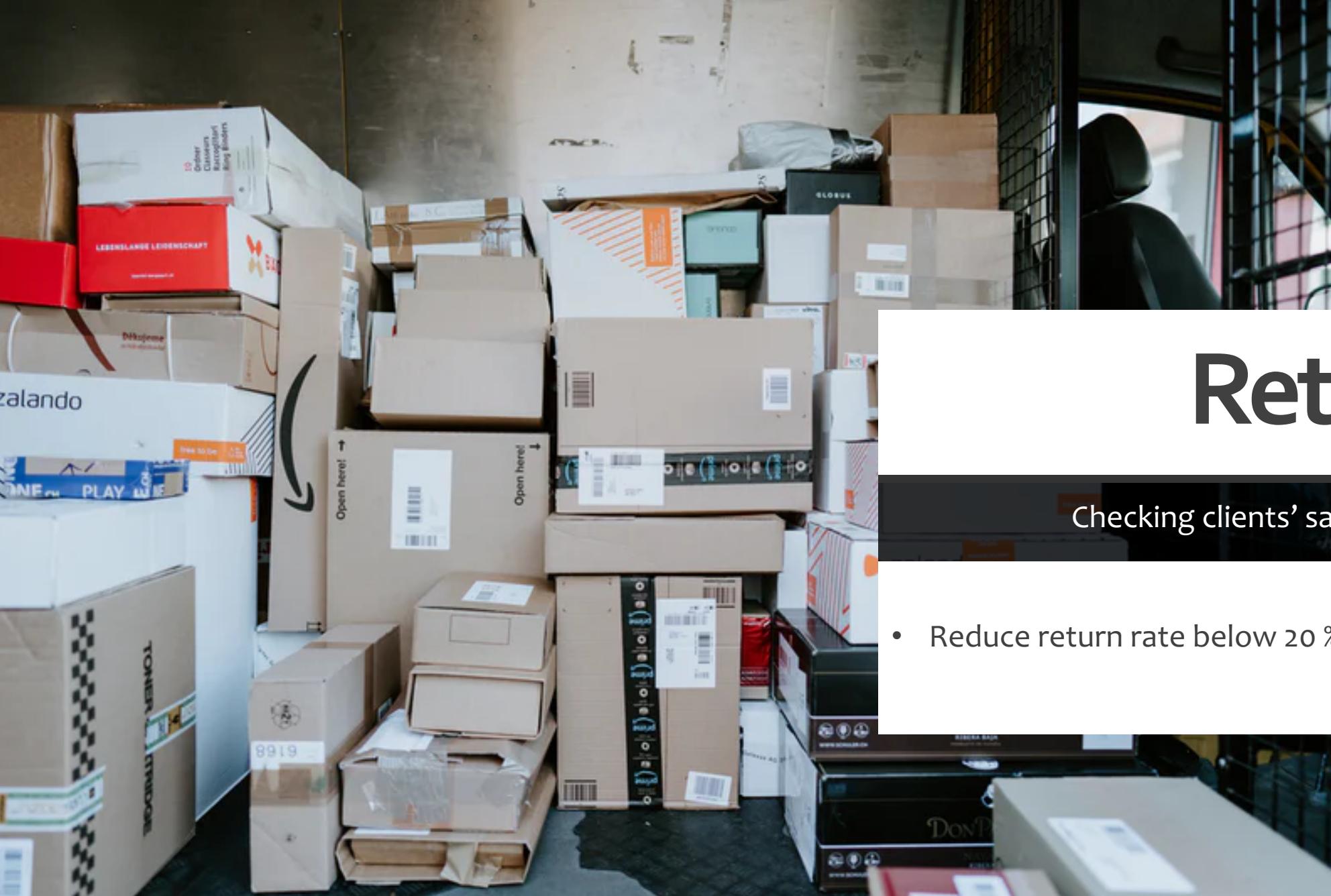
- Improve average basket volume
- Improve average basket value

- Get 100 new clients next year
- Improve loyalty (≥ 2 orders a year)
- Reduce churn rate: 3%



New clients

Ensuring that we recruit enough new clients



Return rate

Checking clients' satisfaction with their order

- Reduce return rate below 20 % next year



Shipping efficiency

Tracking our Logistics team and our shipping partners' efficiency

- Same day delivery : 0 day
- First class delivery : 2 days
- Second class delivery : 3 days
- Standard class delivery : 5 days