

Performance Metrics

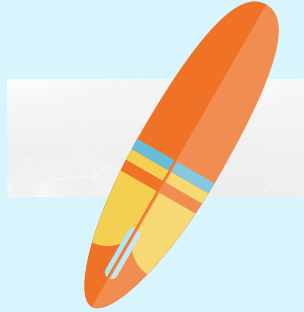
PADDLE BOARD COMPANY



Napa Thongngarm

Napassorn.Thongngarm@gmail.com

VISION & MISSION



VISION

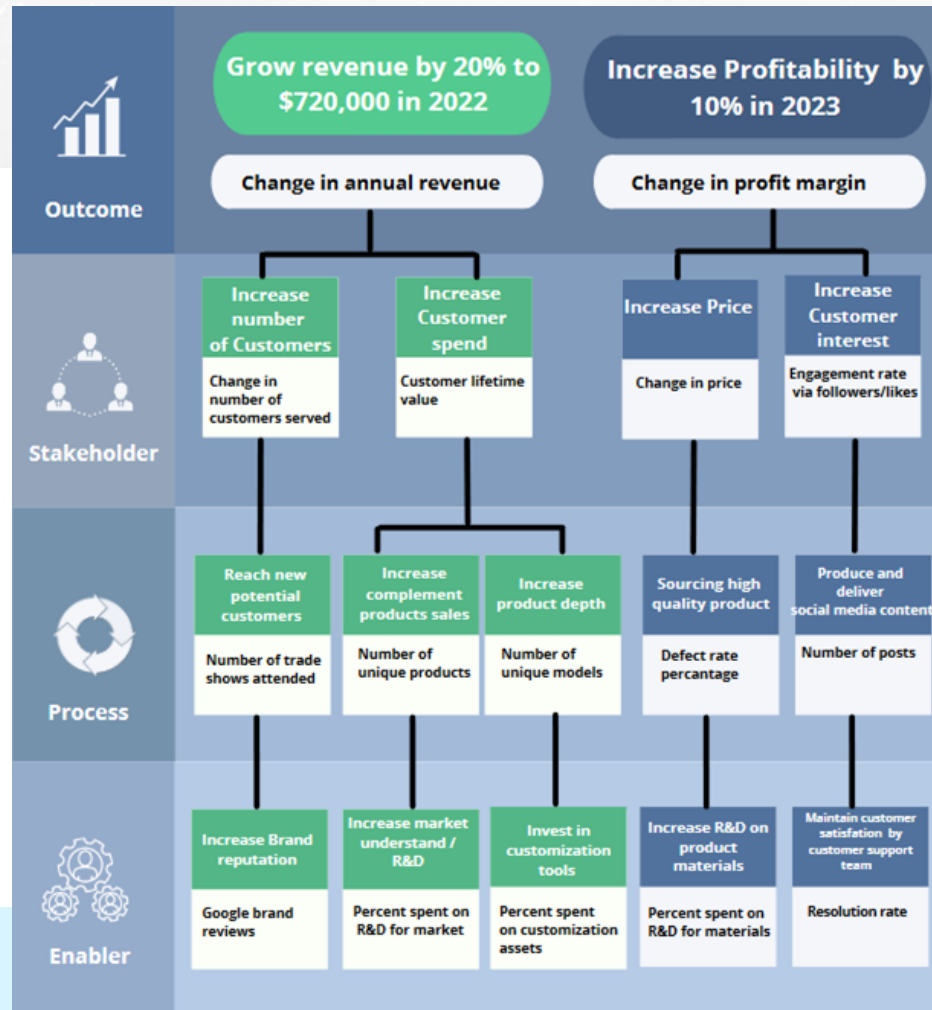
Allow anyone to venture beyond
land and explore the outdoors



MISSION

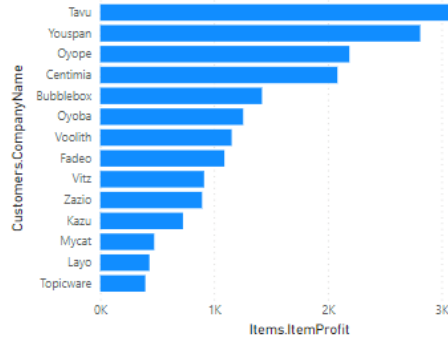
Provide the best watersport products to
allow people to explore nature while
having fun

Strategy Map

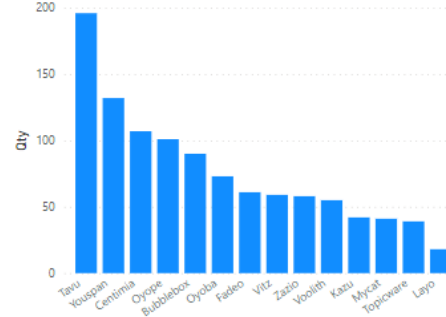


Power BI: Key Performance Indicators

Items.ItemProfit by Customers.CompanyName



Qty by Customers.CompanyName



18.97K

Items.ItemProfit

1072

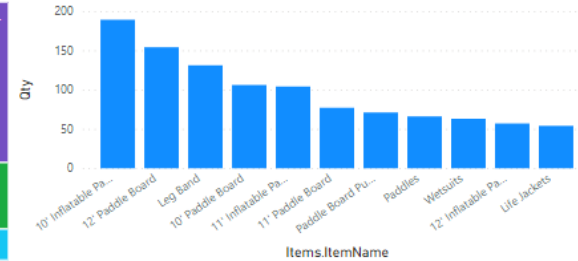
Qty

Items.ItemProfit by Items.ItemName



Customers.CompanyName

Qty by Items.ItemName



Items.ItemName

Management Plan



Management Plan: Quality Management Plan



Management Plan:

Process Improvement Management Plan

PROCESS IMPROVEMENT MANAGEMENT PLAN

Process Improvement Management Plan: Customer focus, Product Development, and Market Awareness

| Objectives | Area of improvement | Department / Team | Evaluation Method / KPI |
|------------------------------------|-------------------------------------|--------------------------------|---------------------------------------|
| Increase Customer spend | Customer preference and expectation | Business Development | Customer lifetime value |
| Increase complement products sales | Product portfolio | Business Development and Sales | Number of unique products |
| Increase market understand / R&D | Market understanding | Business Development | Percent spent on R&D for market |
| Increase product depth | Product portfolio | Business Development | Number of unique models |
| Invest in customization tools | Product Development | Business Development | Percent spent on customization assets |



Management Plan: Communication & Brand Management Plan

COMMUNICATION & BRAND MANAGEMENT PLAN

Communication and Brand Management Plan Strategy: Customer experience and Brand reputation

| Objectives | Communication Tools and Channel | Department / Team | Evaluation Method / KPI |
|-------------------------------|---------------------------------|-------------------|--------------------------------------|
| Increase number of Customers | Online and offline | Services | Change in number of customers served |
| Reach new potential customers | Offline- tradeshow | Sales | Number of trade shows attended |
| Increase Brand reputation | Online- Google reviews | Services | Google brand reviews |

Management Plan: Stakeholder Management Plan

STAKEHOLDER MANAGEMENT PLAN

Stakeholder: Customers

Stakeholder Management Plan Strategy: Differentiation: customer engagement and relationship

| Objectives | Engagement Action | Department / Team | Evaluation Method / KPI |
|--|-------------------|----------------------|-------------------------------------|
| Increase Customer interest | Manage closely | Business Development | Engagement rate via followers/likes |
| Produce and deliver social media content | Monitor | Business Development | Number of posts |
| Maintain customer satisfaction | Keep Satisfied | Services | Resolution rate |