

## 1.ADIDAS



### GOALS:-

Adidas group aims to increase their sales by 60% while growing their net income by 15% over the next 5 years, by combining technology and design to provide the best footwear to their customers, which are both professional athletes and those inspired by sports.

### KPIs:-

Sales and operating profit growth, paired with a focus on management of operating working capital, are the main contributors to operating cash flow improvement.

## 2.TITAN



### GOALS:-

To develop a new advanced operational concept for the turnaround process fully computable and complementary with the SESAR ConOps as well as a specific tool for the airlines.

### KPIs:-

They offer information about turnover, sales, demand, costs, process success, relationships.

## 3.FLIPKART



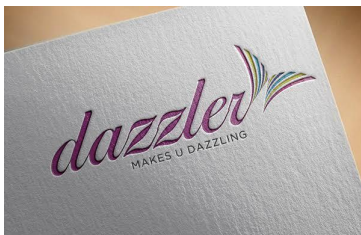
#### GOALS:-

Flipkart aims to become the largest retailer of India. Flipkart wants to be present across all categories, except in groceries and automobiles, the CEO said, "Our target is not just those who shop online. We want to highlight the convenience of e-commerce to traditional offline shoppers and, thus, help grow the market."

#### KPIs:-

- Improving the market share distribution.
- Weighted distribution percentage.
- The numeric distribution percentage.
- The product penetration rate.
- The share of wallet.

#### 4. DAZZLER



#### GOALS:-

Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors. Positioning reflects the place a brand occupies in a market or segment. A successful brand position has characteristics that are both differentiating and important to customers.

#### KPIs:-

- Revenue growth.
- Revenue per client.
- Profit margin.
- Client retention rate.
- Customer satisfaction.

#### 5. GODREJ



**GOALS :-**

Reach out to 1000 CEOs committed to green movement. Incubation of green business. India to have 1000 certified green buildings by 2012. 5 world class energy efficient companies by 2006. 5 green audits by end of 2006. Market transformation of green products through NV India.

**KPIs:-**

Energy efficiency, water conservation, waste management and greenhouse gases reduction to promoting certified green building, factories and products.