

- Achieve a 20% increase in weekly meal kit sales by the end of the quarter. We will measure this by reading the sales statistics after the quarter ends.
- Increase operational efficiency by 50% by optimizing our supply chain and inventory management in the next 3 years. We will measure this using the operating expenses ratio which measures the company's operating expenses as a percentage of revenue.
- Increase positive customer reviews by 60% on social media platforms in the next 5 years. We will measure this by collecting data and filter to get the number of positive reviews.
- Reduce delivery costs by 30% by implementing cost-saving measures such as alternative fuel and energy-efficient vehicles in one year. We will measure this by collecting data over the years of the cost per delivery.