

Balanced Scorecard

Nexus Inc. Quarter 6

Your balanced scorecard should be positive by now. If it is not, it may be that you have not generated enough sales to drive your costs down. You may have to consider revising and expanding your marketing program.

YOUR TASK

Review your balanced scorecard for the previous quarter. Your performance on the individual criteria should have improved.

Check how well you have performed relative to the industry. The industry scores represent your benchmark on how well you should be doing. Your firm should be above average in all areas that are measured. If not, try to find the weaknesses and correct them.