

I have selected 5 brands those are Apple, Tesla, Nike, Netflix, Starbucks. Their main business goals or primary business goals are

## 1.Apple:



### Primary Goal:

**Innovation and Product Excellence:** Apple's primary goal is to maintain its position as a leader in innovation and design. They aim to develop cutting-edge products that set industry standards and are highly sought after by consumers

### KPI: Product Launch Success Rate

**Why:** This KPI measures the success of Apple's new product launches, including factors like sales, customer satisfaction, and critical acclaim. A high success rate indicates that Apple continues to innovate effectively and meet customer expectations.

## 2.Tesla:



## Primary Goal:

**Sustainability and Clean Energy:** Tesla's main business goal is to accelerate the world's transition to sustainable energy. They aim to produce electric vehicles and renewable energy solutions that reduce carbon emissions and combat climate change.

## KPI: Carbon Emission Reduction

**Why:** Tesla's mission is to combat climate change. Tracking the reduction in carbon emissions resulting from the use of Tesla electric vehicles and renewable energy products directly reflects the success of their sustainability goal.

## 3.Nike:



## Primary Goal:

**Global Brand Dominance:** Nike's primary business goal is to maintain and expand its dominance as a global athletic brand. They focus on creating high-quality sports products and building a strong brand presence worldwide.

## KPI: Market Share Growth

**Why:** An increasing market share indicates that Nike is expanding its dominance in the athletic footwear and sportswear industry. It demonstrates the brand's ability to attract more customers and outperform competitors.

## 4.Netflix:



### Primary Goal:

**Content Creation and User Engagement:** Netflix's main goal is to create compelling and diverse content that keeps subscribers engaged and attracts new users. They aim to remain a leader in the streaming industry through original content and user-friendly experiences.

### KPI: Subscriber Retention Rate

**Why:** A high retention rate signifies that Netflix is effectively engaging its subscribers with quality content, resulting in long-term customer loyalty. It also reflects the success of their strategy to keep users satisfied.

## 5.Starbucks:



## Primary Goal:

**Global Expansion and Customer Experience:** Starbucks aims to expand its global footprint while providing a premium customer experience. Their primary focus is on opening new stores in key markets and ensuring consistent quality and service.

## KPI: New Store Profitability

**Why:** Measuring the profitability of new Starbucks stores in various global locations assesses the success of their expansion efforts. It ensures that new stores are not just opening but also contributing positively to the company's bottom line while maintaining a high standard of customer experience.

These business goals guide these brands in their strategic decisions and help them stay competitive and relevant in their respective industries. These KPIs provide a clear way to track and evaluate the progress of each brand's primary business goals, enabling them to make data-driven decisions and adjust their strategies as needed to achieve success in their respective industries.