

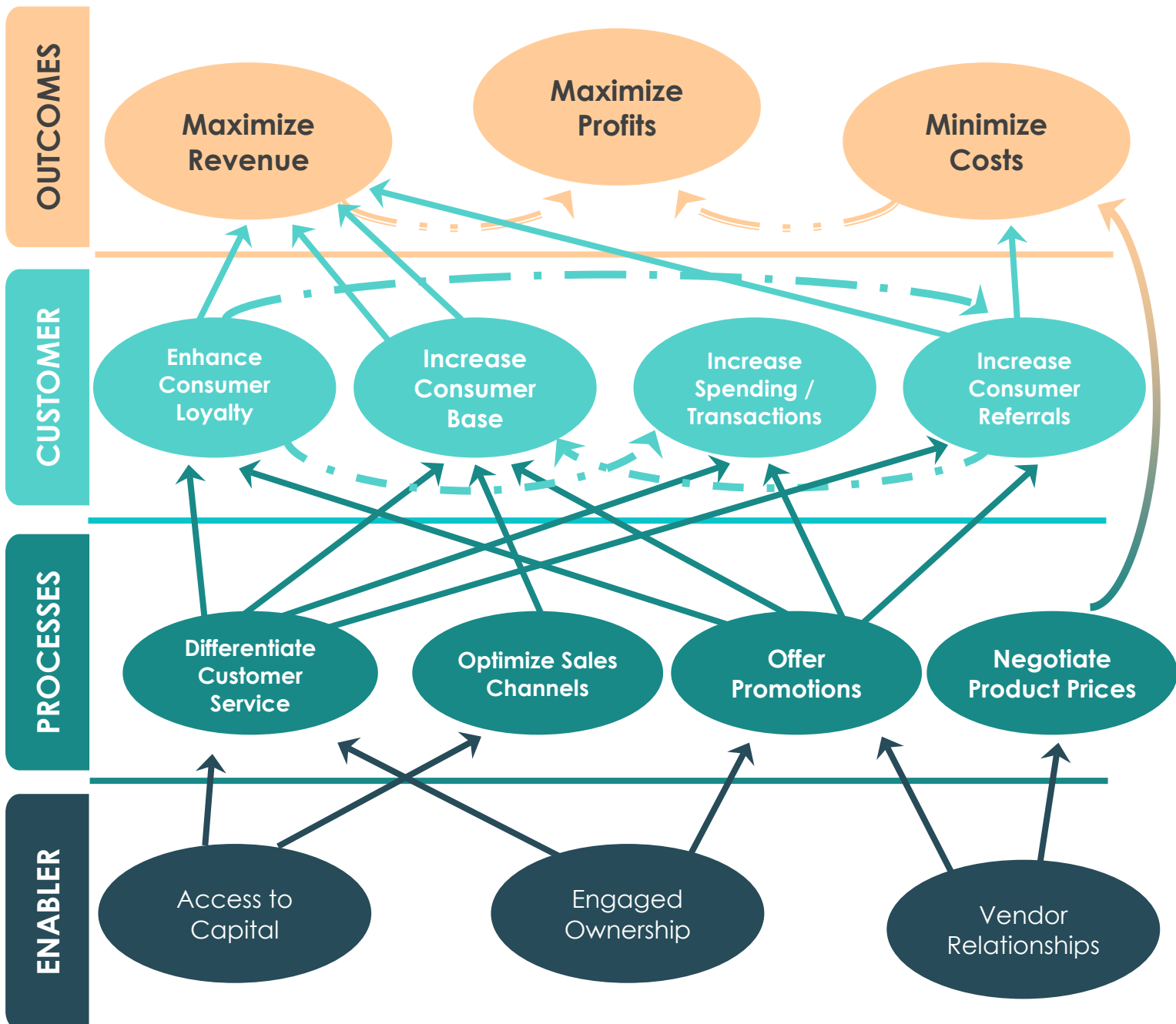
Ace Bikes Strategy Map



Company Vision: Empowering every individual to enjoy the ride.

Mission: We outfit the leisure bike enthusiast with everything needed for a safe and enjoyable ride.

STRATEGIC OBJECTIVES





PERSPECTIVE	OBJECTIVE	RATIONALE	CONNECTED TO	PRIMARY KPI Required	SECONDARY KPI Optional
OUTCOMES/ FINANCIAL	Maximize revenue	Higher sales drive business growth and provide the resources needed for reinvestment in all areas of the business	<u>Maximize Profit</u> : Higher revenue directly provides the funds needed for growth and combined with controlled costs, increases overall profit. <u>Increase Spending/Transactions</u> : When customers spend more per transaction, it directly drives higher revenue. <u>Increase Consumer Base/Market Share</u> : A larger customer base leads to more transactions, which increases revenue. <u>Enhanced Customer Loyalty/Retention</u> : Maximizing revenue through personalized offerings and value-driven strategies strengthens customer satisfaction, leading to increased loyalty and retention. <u>Increase Customer Referrals</u> : More referrals bring in new customers, contributing to revenue growth.	Revenue Growth (%)	Sales Growth Rate
	Minimize costs	Lower expenses will help improve AceBikes' profit margins	<u>Maximize Profit</u> : Profit is calculated as revenue minus costs, therefore, by minimizing costs, you directly increase the profit margin. <u>Increase Customer Referrals</u> : Because effective referrals reduce expensive customer acquisition costs, thus lowering overall expenses.	Operating Cost as % of Revenue	Cost per Sale
	Maximize profit	Greater profitability supports expansion and financial stability	<u>Maximize revenue and Minimize costs</u> : Profit can be found by subtracting costs from your revenue. Due to this, it is directly connected to both. Having a high profit likely confirms that the financial strategy is effective.	Net Profit Margin	Operating Profit Margin
CUSTOMER/ MARKET	Increase Spending per Transaction	When guests spend more, revenue increases, supporting financial outcomes	<u>Maximize revenue</u> : Higher transaction values result in higher overall profit. <u>Enhance customer loyalty</u> : Enhancing customer loyalty encourages repeat purchases, as positive past experiences and exclusive promotions motivate customers to spend more in the store. <u>Offer promotions</u> : Higher transaction values allow businesses to design more attractive promotions (e.g., discounts on larger purchases, bundled offers), encouraging customers to spend more, and making promotions more profitable. <u>Differentiated customer service</u> : With increased spending, businesses can offer premium services such as personalized support, exclusive deals, and VIP treatment, improving customer satisfaction and loyalty.	Average Order Value	Gross Margin per Order
	Increase Consumer Base/Market Share	New customers lead to more transactions	<u>Maximize revenue</u> : When the customer base expands, there is a higher number of transactions, leading to increased overall revenue. <u>Increase customer referrals</u> : Attracting new customers boosts word-of-mouth recommendations, driving more purchases in the store. <u>Enhanced customer loyalty/retention</u> : If existing customers stop returning, the customer base shrinks, making it essential to retain customers. <u>Offer Promotions</u> : A larger consumer base allows businesses to target a wider range of customers with segmented promotions, such as volume-based discounts or tailored offers for specific demographics, driving higher engagement and sales. <u>Differentiated Customer Service</u> : With a broader market share, businesses can invest in scalable, personalized customer service solutions (e.g., specialized support teams for different customer segments), enhancing the overall experience and maintaining satisfaction across diverse customer groups.	% Increase in Customers	Market Share Growth
	Enhanced Customer Loyalty/Retention	Improved customer loyalty leads to repeat business and positive word-of-mouth, further driving revenue	<u>Maximize Revenue</u> : Loyal customers tend to make repeat purchases and often have a higher lifetime value. This contributes steadily to revenue. <u>Increase Customer Referrals</u> : Increased loyalty and retention lead to more customer referrals, bringing in new shoppers through word-of-mouth. <u>Increase spending per transaction</u> : Customers who are loyal to Ace Bike's are likely to recommend the store to a friend. <u>Offer Promotions/Deals</u> : Enhanced customer loyalty allows businesses to design targeted promotions that reward repeat buyers, increasing engagement and long-term sales. <u>Differentiated customer service</u> : Strong customer retention enables businesses to refine and personalize service strategies, further enhancing the customer experience and brand loyalty.	Customer Retention Rate	Repeat Purchase Rate
	Increase Customer Referrals	By increasing customer referrals, Ace Bikes can reduce the high costs associated with marketing	<u>Maximize Revenue</u> : Referrals bring in new customers in a cost-effective manner. When existing customers recommend Ace Bikes, these new customers contribute to additional sales. <u>Minimize Costs</u> : Since referrals are typically less expensive than traditional marketing channels, they help lower overall costs. <u>Enhance Customer Loyalty</u> : Enhancing customer loyalty strengthens relationships, leading to higher retention and increased referrals as satisfied customers recommend the store to others. <u>Increase Customer Base</u> : Increased customer referrals expand the customer base by attracting new buyers through trusted word-of-mouth, ultimately boosting market share. <u>Offer Promotions</u> : Incentivizing referrals with discounts, exclusive deals, or rewards motivates customers to share your brand with others. <u>Differentiated customer service</u> : Providing exceptional and personalized service creates loyal customers who are more likely to recommend your business.	Customer Referral Conversion Rate	New Customers from Referral

WHAT WE DO (PROCESSES)	Offer Promotions	Offering promotions is a powerful strategy to boost revenue streams by encouraging larger purchases, increasing transaction frequency, attracting new customers, and encouraging bulk purchase and/or impulse buys	<p><u>Increase Spending per Transaction:</u> Promotions are a strategic way to maximize the amount customers spend in a single purchase. By offering discounts, bundles, or incentives, businesses can encourage customers to buy more than they originally intended.</p> <p><u>Increase Consumer Base/Market Share:</u> Offering promotions can increase a company's consumer base and market share by attracting new customers, encouraging brand switching, increasing purchase frequency, expanding market reach, enhancing brand awareness, creating psychological triggers, and strengthening customer loyalty, though overuse may devalue the product or condition customers to expect discounts.</p> <p><u>Enhanced Customer Loyalty/Retention:</u> Customers will feel more valued and engaged with the brand, encouraging repeat purchases and long-term loyalty. Offering exclusive online deals creates a sense of exclusivity and appreciation, making customers more likely to return.</p> <p><u>Increase Customer Referrals:</u> Attractive promotions can incentivize word-of-mouth marketing, as satisfied customers are more likely to refer friends or family in exchange for discounts, rewards, or special offers, driving new customer acquisition.</p>	Net Increase per Transaction	Net Increase in Sales
	Differentiated Customer Service	Strong customer service fosters customer loyalty and enhances brand reputation	<p><u>Increase Spending per Transaction:</u> Personalized recommendations, exclusive perks, and premium service experiences encourage customers to spend more per visit.</p> <p><u>Increase Consumer Base/Market Share:</u> Tailored support and unique service offerings attract diverse customer segments and differentiate the brand from competitors.</p> <p><u>Enhanced Customer Loyalty/Retention:</u> Proactive problem-solving, personalized interactions, and VIP treatment build strong emotional connections, keeping customers engaged long-term.</p> <p><u>Increase Customer Referrals:</u> Exceptional, memorable service prompts satisfied customers to recommend the brand to friends, family, and social networks.</p>	Average Customer Satisfaction Index	Number of Customer Complaints / Returns %
	Optimize Sales Channel	When there are more store locations, customers have easier access to storefronts, which increases customer convenience and attracts more customers	<u>Increase Consumer Base/Market Share</u> - By reaching new demographics and geographic markets through diversified sales channels. Optimizing online and offline channels ensures that customers can shop conveniently, expanding your brand's presence and increasing market penetration.	Store Traffic Volume	Traffic by Sales Channels
	Negotiate Product Prices	Better deals reduces overall costs, improving efficiency and profitability.	<u>Minimize Costs:</u> Negotiating better prices through strong supplier relationships helps minimize costs by reducing procurement and shipping expenses, ultimately improving profitability.	Cost Savings %	Bulk Purchase Discount Rate
WHAT WE HAVE (ENABLERS)	Access to Capital	Expanding and improving sales channels, whether through brick-and-mortar stores, e-commerce, or marketing efforts - requires financial investment.	<p><u>Differentiated Customer Service:</u> Access to capital enables businesses to invest in technology, staffing, training, and personalized services, allowing them to differentiate customer service through improved efficiency, customization, innovation, and resilience, leading to higher customer satisfaction and a competitive edge.</p> <p><u>Optimize Sales Channel:</u> Expanding and integrating sales channels improves accessibility, making it easier for customers to shop both in-store and online. A well-optimized sales strategy increases convenience, attracts new customers, and enhances brand presence, ultimately driving higher sales.</p>	Net Increase in Gross Profit for Online Platforms	Net Increase in Gross Profit
	Engaged Ownership	Active and involved ownership can evaluate sales performance, customer preferences and make data-driven decisions about where and how to optimize sales channels.	<p><u>Differentiated Customer Service:</u> Providing high-quality, personalized service fosters customer loyalty and strengthens brand reputation. A differentiated customer experience encourages repeat business and positive word-of-mouth, helping to expand the customer base.</p> <p><u>Offer Promotions:</u> Engaged owners have the ability and authority to offer exclusive promotions/deals to customers.</p>	Count of Positive Reviews	Board Meeting Attendance Rate
	Vendor Relationships	Strong vendor relationships allow for better pricing, bulk discounts and exclusive deals. These savings can be passed to customers through promotions, discounts and bundles, making prices more competitive and increasing sales.	<p><u>Offer Promotion:</u> Strategic promotions encourage larger purchases, increase transaction frequency, and attract new customers. Discounts, bundles, and incentives create urgency, driving sales while keeping the brand competitive.</p> <p><u>Negotiate Product Prices:</u> Building strong relationships enables better price negotiations and bulk purchasing, leading to improved profit margins.</p>	Supplier On-Time Delivery Rate	Cost Savings from Vendor Negotiations