

Ace Bikes Strategy Map

Set M Group 11



Vision: Empowering every individual to enjoy the ride

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

Measurable Metrics

Financial



Total Revenue
Net Profit Margin
Operating Expenses

Customer



Customer Satisfaction Score
New Customer Acquisition Rate
Total Number of Sales
Customer Retention Rate
Average Order Value

Process



Net Promoter Score
Return on Ad Spend
of New Products Launched
Defect Rate
Inventory Turnover Ratio
On-time Delivery Rate

Enabler



Employee Performance Rating
Data Accuracy Rate
Investment as % of Revenue
of Strategic Partnerships

Perspective	Strategic Objectives	Rationale	Metrics
Financial	Increase profitability	Increasing profitability will ensure long-term sustainability and growth	Profit margin, ROI
	Reduce costs	Reducing operational costs will improve profitability	COGs, Operational expenses
	Grow revenue	Revenue is an indicator that the business is growing and has a positive impact on profitability	Total revenue, Year-over-year growth
Customer	Enhance customer satisfaction	Enhancing customer satisfaction will retain existing customers, encourage repeat business and grow revenue	Revenue from existing customers, Average customer ratings
	Expand market share	Increased market share will attract new customers, enhance brand visibility, and create economies of scale, leading to higher revenue and profitability	Market share percentage
Internal Processes	Optimize logistics	Optimizing logistics will reduce lead times, minimize storage costs, and enhance order accuracy, leading to higher customer satisfaction and lower operational costs	Inventory turnover, Days in inventory

	Improve operational efficiency	Efficient operations will reduce excess inventory, minimize production downtime, and lower labor costs, contributing to higher profitability	Order fulfillment time
	Enhance product quality	Enhancing product quality will ensure customer satisfaction and reduce returns or warranty	Return rate, Defect rate
Learning & Growth	Highly skilled and productive employees	Skilled and productive employees will increase operational efficiency	Employee training hours, Employee performance rating
	Improve employee satisfaction	Improving employee satisfaction will reduce turnover and increase employee engagement	Employee turnover rate, employee satisfaction score
	Invest in innovation	Investing in culture of innovation will lead to the development of unique, high-quality products, increasing market differentiation, boosting sales, and ensuring long-term growth	Number of products launched, R&D investments