



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

Increase Revenue

Increase Profitability

Reduce Operational Expenses

Total Revenue
Net Profit Margin
Operating Expenses

Customer

Enhance Customer Satisfaction

Increase # of Customers

Increase # of Sales

Increase Customer Retention

Increase Customer Spend per Transaction

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

Process

Superior Customer Service

Data-driven Marketing and Decisions

Invest in Product Innovation

Enhance Product Quality

Improve Inventory Management

Optimize Logistics

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

Enabler

Invest in Employee Development

Leverage Data Analytics

Invest in Technology

Build Strategic Partnerships

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