



Vision: Empowering every individual to enjoy the ride

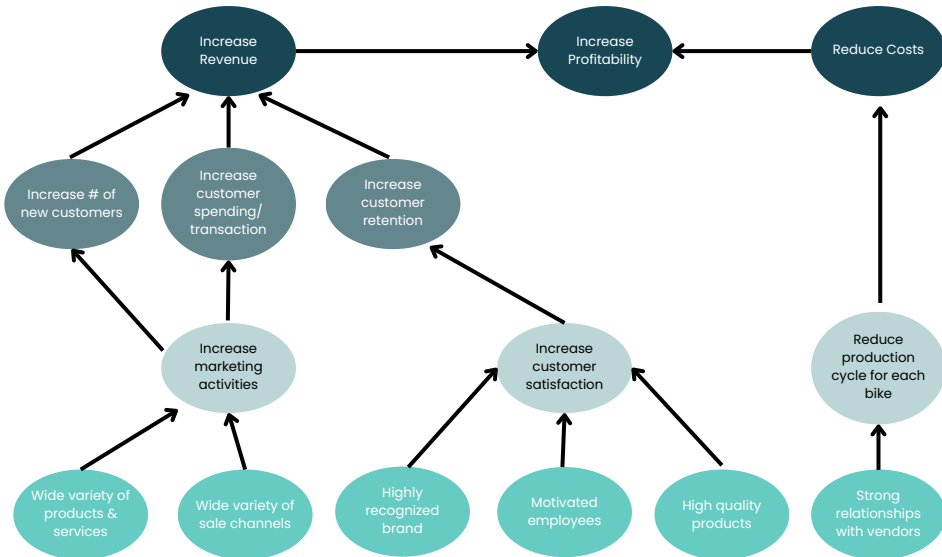
Mission: We outfit the leisure bike enthusiast with everything needed for a safe and an enjoyable ride

Financial

Customer

Internal Process

Enabler



Perspective	Objective	Rationale	Metric
Financial/ Outcomes	Increase Revenue	Track how effective sales and marketing efforts are & identify growth opportunities	% change in sales year over year
	Increase Profitability	Track long-term company viability and enhance returns and value for all stakeholders	% change in profitability Gross profit margin
	Reduce costs	Track operational efficiency & reduce financial risk by improving cash flow	% decrease in costs year over year
Customer/ Market	Increase # of new customers	Track customer growth and new acquisition rate to ensure a steady market expansion and strengthen brand presence	Customer growth rate New Customer Acquisition Rate
	Increase customer spending/ transaction	Track purchase value to ensure higher revenue per customer and enhance overall profitability	Average transaction value
	Increase customer retention	Track retention rate & repeat purchase rate to ensure customer loyalty	Customer retention rate Repeat purchase rate

Perspective	Objective	Rationale	Metric
Processes	Increase marketing activities	Track the conversions and the engagement rate to ensure the products and sales channels are effectively promoted to customers	Conversion rate (Total # of orders placed) Engagement rate (shares and likes per post)
	Increase customer satisfaction	Track external ratings to ensure long-term loyalty and positive brand perception	Positive 3rd party rankings Net Promotor Score
	Reduce production cycle for each bike	Track production efficiency to meet customer demand on time	Production cycle time
Enablers	Wide variety of products & services	Track product availability to reduce stockouts and ensure customers needs are met	Product availability rate
	Wide variety of sale channels	Track location expansion to ensure greater markets reach and accessibility	Number of sales locations
	Highly recognized brand	Track brand recall to strengthen brand recognition and maintain a competitive market position	Brand recall rate
	Motivated employees	Track employees participation in upskilling program to foster motivation, improve overall performance and job satisfaction	% of employees participating upskilling program
	High quality products	Track product durability to ensure long-lasting quality and reduce returns	Durability of products
	Strong relationships with vendors	Track vendor satisfaction to improve supply chain efficiency and secure better terms and collaboration opportunities	Vendor satisfaction index