

Objective Plan Example

This simple objective plan example includes a group of three objectives related to the establishment of a new sales office and an additional objective related to a higher-level sales target. A richer set of data might be available within the EPM or source system. The data below represents a set that might be exchanged with an arms-length system.

Objectives Plan Id	3001
Plan Date	2005-08-17
Prepared By	Bob Mangler
Plan Subject	Sam Smith
Objective Group Name	Hong Kong Sales Office
Identifier	3001.1
Description	Establish a sales office and make it productive
Weight	25
Target Date	2006-08-17
Sub-Objectives:	
Objective Name	Locate and Lease Office
Identifier	3001.2
Description	1. Develop requirements for location, size, etc. 2. Work with appropriate corporate resources (legal, finance, marketing) and local resources to secure office space. 3. Work within established budget.
Weight	15
Target Date	2006-01-01
Objective Name	Hire Staff
Identifier	3001.3
Description	Hire Sales Mgr., Admin, and First Rep.
Weight	15
Target Date	2006-02-01
Objective Name	Hong Kong Office Sales Target
Identifier	3001.4
Description	Work with local office to ensure they meet their partial-year sales target.
Weight	70
Target Date	2006-02-01
Metric Name	Revenue from Hong Kong Office Sales
Metric Value	1250000
Objective Name	Asia-Pacific Region Sales
Identifier	3001.5
Description	Manage Asia-Pacific sales operations to meet regional sales
Weight	75
Target Date	2006-08-17
Metric Name	Revenue from Asia-Pacific Region Sales
Metric Value	45000000