MOV

Launch iphone 6 plus

Area of impact

Financial: increased profit

Strategic penetration of new markets

Desired value:

Is more growth,

Growth in market share

Growth in profit

Metrics

Market %

Profit

|  |  |
| --- | --- |
| Year 1 | 10% market growth and 20 % increase in profits |
| Year 2 | 15% market growth and 25% increase in profits |
| Year 3 | 20% market Growth and 30% increase in profits |