Attract customers

Objective Description

**Period:** from 1/1/2021 to 12/31/2021

**Strategic Perspective:** Customer perspective

## Objective Assessment

| Status | Period | Assessment | Indicator |
| --- | --- | --- | --- |
| title | title | January 2021 | 86.516% | title |
| title | title | February 2021 | 63.483% | title |
| title | title | March 2021 | 92.944% | title |
| title | title | April 2021 | 89.5% | title |
| title | title | May 2021 | 68.5% | title |
| title | title | June 2021 | 37% | title |
| title | title | July 2021 | 21.053% | title |
| title | title | August 2021 | 47.96% | title |
| title | title | September 2021 | 62.5% | title |
| title | title | October 2021 | 58.731% | title |
| title | title | November 2021 | 91.971% | title |
| title | title | December 2021 | 92.8% | title |

## Measures

| No. | Name | Unit | Target Value | Target Date | Values for Period |
| --- | --- | --- | --- | --- | --- |
| Status | Period | Plan Value | Actual Value | Indicator |
| 1. | Number of customers attracted |  | items | 35 | 1/1/2023 | title | title | January 2021 | 35 | 31 | title |
| title | title | February 2021 | 35 | 29 | title |
| title | title | March 2021 | 35 | 36 | title |
| title | title | April 2021 | 35 | 34 | title |
| title | title | May 2021 | 35 | 28 | title |
| title | title | June 2021 | 35 | 21 | title |
| title | title | July 2021 | 35 | 19 | title |
| title | title | August 2021 | 35 | 25 | title |
| title | title | September 2021 | 35 | 28 | title |
| title | title | October 2021 | 35 | 26 | title |
| title | title | November 2021 | 35 | 34 | title |
| title | title | December 2021 | 35 | 35 | title |
| 2. | Cost of attracting one customer | ***fx*** | EUR | 1700 | 1/1/2023 | title | title | January 2021 | 1,714.29 | 1,838.71 | title |
| title | title | February 2021 | 1,714.29 | 2,482.76 | title |
| title | title | March 2021 | 1,714.29 | 2,055.56 | title |
| title | title | April 2021 | 1,714.29 | 2,000 | title |
| title | title | May 2021 | 1,714.29 | 2,214.29 | title |
| title | title | June 2021 | 1,714.29 | 2,714.29 | title |
| title | title | July 2021 | 1,714.29 | 3,105.26 | title |
| title | title | August 2021 | 1,714.29 | 2,680 | title |
| title | title | September 2021 | 1,714.29 | 2,428.57 | title |
| title | title | October 2021 | 1,714.29 | 2,384.62 | title |
| title | title | November 2021 | 1,714.29 | 1,911.76 | title |
| title | title | December 2021 | 1,714.29 | 1,971.43 | title |

## Cause-Effect Relationships

### Influences Objectives

| No. | Name | Strategic Perspective |
| --- | --- | --- |
| 1. | Increase the number of customers | Financial perspective |

### Depends on Objectives

| No. | Name | Strategic Perspective |
| --- | --- | --- |
| 1. | Improve quality of project | Internal process perspective |

### Projects Aimed at Achieving Objective

| No. | Name | Start Date (Actual) | End Date (Actual) |
| --- | --- | --- | --- |
| 1. | Develop new methods for studying customer satisfaction | 1/20/2021 |  |
| 2. | Create a network of representatives by region | 2/25/2021 |  |