Organizational strategy map

Strategy Map

#### Balanced Scorecard

| No. | Perspective | Objective | Measures | Actions Aimed at Achieving Objective |
| --- | --- | --- | --- | --- |
| Name | Unit | Target Value | Target Date |
| 1 | Financial perspective | Increase the number of customers | Number of customers | items | 600 | 1/1/2023 |  |
| Number of customers attracted | items | 35 | 1/1/2023 |
| Cut costs | Inventory costs (% of total costs) | % | 20 | 1/1/2023 |  |
| Increase profitability | Profit | TEUR | 3,000,000 | 1/1/2023 |  |
| 2 | Customer perspective | Improve customer experience | Percentage of dissatisfied customers | % | 2 | 1/1/2023 | Develop new methods for studying customer satisfaction |
| Build lasting relationships with customers | Number of return customers | items | 8 | 1/1/2023 |  |
| Percentage of return customers | % | 30 | 1/1/2023 |
| Attract customers | Number of customers attracted | items | 35 | 1/1/2023 | Develop new methods for studying customer satisfactionCreate a network of representatives by region |
| Cost of attracting one customer | EUR | 1,700 | 1/1/2023 |
| 3 | Internal process perspective | Deliver materials and tools on time | Percentage overrun rate for tool delivery | % | 6 | 1/1/2023 |  |
| Percentage overrun rate for materials delivery | % | 7 | 1/1/2023 |
| Improve oversight of construction and installation operations | Percentage of issues brought to the contractor's attention in timely fashion | % | 100 | 1/1/2023 |  |
| Percentage of customer complaints relating to verified work | % | 5 | 1/1/2023 |
| Percentage of planned inspections carried out | % | 100 | 1/1/2023 |
| Purchase high-quality materials and tools | Instrument purchase failure rate | % | 4.5 | 1/1/2023 |  |
| Material assets failure rate | % | 5 | 1/1/2023 |
| Purchase failure rate | % | 2 | 1/1/2023 |
| Improve quality of project | Number of warranty cases | items | 5 | 1/1/2023 |  |
| Complete project on time | Percentage of work subcontracted | % | 50 | 1/1/2023 |  |
| Percentage of projects completed on time | % | 100 | 1/1/2023 |
| Plan projects accurately | Percentage of applications (requests for materials and tools) submitted on time | % | 100 | 1/1/2023 | Develop a staff training programDevelop new project planning methods |
| Avg deviation from project budget, % | % | 10 | 1/1/2023 |
| Optimize stocks of inventories and tools | Percentage of stocks scheduled for issue | % | 60 | 1/1/2023 | Develop a plan of measures to optimize inventory reserves |
| 4 | Learning and growth perspective | Improve knowledge and skills of employees | Number of training programs (events) | items | 3 | 1/1/2023 | Develop a staff training programDevelop new project planning methods |
| Percentage of employees with qualifications | % | 100 | 1/1/2023 |
| Employee training costs | EUR | 100,000 | 1/1/2023 |

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