

## FINANCIAL

Increasing earnings by 5%

Redistribution of revenues for the first year between the shareholders.

Reduce the percentage of financial losses in comparison with the market average losses.

Have a minimum standard of revenues per month.

Minimize debt, for example minimize the debt of the acquisition of property, plant and equipment, (quotas of motorcycles, computers etc.)

Increase the long term invests, buying the office instead of paying a monthly rent this by asking for a loan in the bank for the first quota and paying only the interests for this one.

Reduce liabilities for example, the raw materials prices by doing business agreements directly with the distributors.

Find possible investors to increase current assets and buy more physical resources

## PRODUCTION

Increase the number of employees.

Increase the amount of workshops training for the employees. Every 3 months there will be a training session for every employee, updating him or her with new techniques and helping them learn more about how to improve and satisfy the customer. Instead of being every 3 months make it every month.

Having more offices around the city.

Incentivize employees with more motivating alternatives, promoting them to potentiate their work.

Increase the sales in a 50% by increasing the number of massages done per day.

## Refreshing Breeze Spa Balanced Scorecard

## CUSTOMERS

Provide a positive experience to the customers building their loyalty towards our firm.

Give our employees the highest quality products for the best performance during the work hour to satisfy at the fullest our customer's expectations.

Add two new services of relaxation to our portfolio per year.

Give our loyal and frequent customers benefits for choosing us.

## LEARNING AND GROWTH

Make sure that every three months all the employees assist to the training session updating him or her with new techniques and helping them learn more about how to improve and satisfy the customer.

Start with the messages established but further more see which one is the massage better preferred by the customers, and concentrate in these massages to improve them or increase the time of the massage.

Assist to conferences of different methodologies for relaxation, where we can innovate and implement our services. At least once a year and in more time travel to learn more about the different relaxing procedures and methods all around the world.

Have more offices and more massages to Offer.

Increase the number of employees

Increase the sales in a 50% by increasing the number of massages done per day.