

STRATEGIC			
Objectives	Indicator	Time	In charge
Increase the number of employees.	Number of employees working per day.	>Two years.	General Manager
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.	Number of workshop per month.	>Two Years.	General Coordinator
Having more offices around the city.	Number of offices located in Bogota.	> Five years	General Manager
Incentivize employees with more motivating alternatives, promoting them to potentiate their work.	Increasing incentives, measuring customer's satisfaction per month.	One year	General Coordinator
Increase the sales in a 50% by increasing the number of massages done per day.	Average of massages done per day during one month.	One Year	General Manager
Provide a positive experience to the customers building their loyalty towards our firm.	Number of frequent client per month.	One year.	Employees
Give our employees the highest quality products for the best performance during the work hour to satisfy at the fullest our customer's expectations.	Sending periodical satisfaction service surveys.	>Two Years.	General Coordinator
Add two new services of relaxation to our portfolio per year.	Number of massages per year.	One year.	General Manager
Give our loyal and frequent customers	Amount of	One year.	General

benefits for choosing us.	promos given to our customers per month.		Coordinator
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.	Assistance per workshop.	One year.	General coordinator
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.	Sending periodical satisfaction service surveys to evaluate, which are the mostly preferred massages.	>One Year.	General Manager
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.	Number of foreign and national conferences assisted per year.	>One year.	General Manager
Have more offices and more massages to Offer.	Amount of offices in the city. Amount of massages done.	One year.	General Manager
Increase the number of employees	Number of employees working per day.	>Two years.	General Coordinator
Increase the sales in a 50% by increasing the number of massages done per day.	Average of massages done per day during one month.	One Year	General Manager