FINANCIAL Strategy

Objective:
Increased sales and profits
Measure:
Bottom and top line income stmt growth
Target:
50% increase in financial targets with zero taxes and owner risk
Initiative:
Move business offshore while reducing staff

BUSINESS Operations

Objective:
Reduce operating costs and # of employees
Measure:
Operating Costs measurement
Target:
30% reduction in employees and operating costs
Initiative:
Owner and management closely monitor process of staff reduction and cost reduction

Entrepreneur/Closely held Ownership Defensive Management Model

CUSTOMER Focus

Objective: Drive increased sales
Measure:
Sales and profit targets
Target:
50% sales increase
Initiative:
Increase sales via increased employee sales targets

TRAINING AND GROWTH

Objective:
Increased sales and reduced staff costs
Measure:
Sales $s and # of employees
Target:
50% increase in sales and 30% fewer Ee's
Initiative:
process flow analysis with employee cross training on other internal jobs

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