

## 2 - Strategic Map Sample: Micro Brewery

	Objectives	Goals	Indicators	Initiatives
<b>Financial Perspective</b>	<i>Increase Revenue</i>	<i>Increase net revenue by 10%</i>	<i>Financial Statements</i>	<i>Develop new credit policies for distributors</i>
<b>Customer Perspective</b>	<i>Have a high average customer rating</i>	<i>Increase the value of each purchase by 15% on average</i>	<i>Value of invoices for each individual sale</i>	<i>Improve the product mix and create combo deals</i>
<b>Internal Process Perspective</b>	<i>Offer a choice of sales channels</i>	<i>Transfer at least 30% of sales to new sales channels</i>	<i>% of sales per channel</i>	<i>Implement telemarketing and an online store</i>
<b>Learning and Growth Perspective</b>	<i>Have a skilled sales force</i>	<i>Train 100% of the sales team</i>	<i>Number of certificates aquired by the team</i>	<i>Develop a partnership with a business selling online courses</i>