

# 1 - Strategic Map Sample: e-business

	<b>Objectives</b>	<b>Goals</b>	<b>Indicators</b>	<b>Initiatives</b>
<b>Financial Perspective</b>	<i>To increase sales and reduce costs</i>	<i>15% increase in net sales and 10% decrease in operating costs</i>	<i>Financial statements</i>	<i>Negotiate with suppliers</i>
<b>Customer Perspective</b>	<i>To be a reference for a variety of products</i>	<i>Increase in launching new products every quarter by 15%</i>	<i>Number of new products launched per quarter</i>	<i>Create an innovation and development committee</i>
<b>Internal Process Perspective</b>	<i>To be able to develop new products constantly</i>	<i>Start at least five new product development projects every month</i>	<i>Project innovation reports</i>	<i>Acquire specific software for managing product development</i>
<b>Learning and Growth Perspective</b>	<i>To have extremely knowledgeable staff in product development</i>	<i>Have at least 2 professionals with masters degrees in product development</i>	<i>Number of product development professionals with masters degrees</i>	<i>Select an employee to receive masters training and hire another with a masters degree</i>