Business Objectives and Key Performance Indicators

HiFlex Physio

The Business Objectives of HiFlex Physio set out what the business is trying to achieve.

- Generate a 10% increase in sales through boosting gym membership sales leads by the end of the fiscal year
- Increase market penetration by 15% through utilisation of marketing strategies every quarter
- Decrease customer acquisition costs by 4% every two quarters through the implementation of the USP strategy
- Keep employees professionally relevant by facilitating annual training sessions
- Resolve all customer complaints submitted via all channels within 48 hours of filing
- Provide a diverse range of exercises to clients via weekly fitness classes
- Increase client attendance rate by 20% via advertising campaigns every quarter
- Continue to cultivate the image as a premier long-term wellness program provider
- Expand the business to the food industry to increase the number of customers by 10%

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