

Business objective and marketing objectives

Objective types	Business objectives	Marketing objectives	KPIs
Revenue Growth	Increase annual revenue by 15%	Expand the product line by adding three new product categories.	Annual revenue figure/
		Achieve a 20% increase in sales from new product launches.	
	Open two new manufacturing facilities in new regions	Establish distribution channels in two new regions	
Net profit growth	Achieve 10% profit margin	Improve profit margin by by 7%	Profit margin
Cost Efficiency	Reduce production costs by 10%	Optimise advertising spend for better ROI	Cost to revenue ratio/
Market Expansion	Enter two new international markets	Increase online presence by 30% through digital ads	Number of new market entered/
Customer acquisition	Increase number of customer to XXX million	Attract new customers by 5% to the brand	
		Increase market share to 10%	
Branding	Enhance brand awareness by 15%	Implement a social media influencer campaign	Brand awareness increased by 15% of existing customer
	Strengthen brand recognition in	Strengthen the company's online	Web traffic, social media

	existing markets	presence through digital marketing	engagement
		Strengthen brand recognition by becoming a trusted industry leader in XXX	
Product Innovation	Develop and launch five new product variations	Highlight product innovation through content marketing	
Customer Loyalty	Increase customer retention by 20%	Launch a loyalty program with rewards for Increase repeat buyers by 20%	Increase repeat buyers increased by 20% from loyalty program with rewards
		Improve customer loyalty and reduce churn rates.	customer retention and chum rate
		Enhance customer satisfaction score by 15%	
Sustainability	Source 50% of ingredients from sustainable suppliers	Promote eco-friendly packaging and practices	Reduction in carbon footprint/
	Launch a new sustainable product line	Develop a campaign highlight innovation and eco-friendly	
Quality Assurance	Maintain a product defect rate below 1%	Showcase quality certifications in marketing materials	Number of customer complaints/
Competitive Edge	Outperform key competitors in product quality	Monitor and respond to competitor pricing strategies	Cost reduction
	Outperform key competitors in	Improve quality control on product	Defect and rework

	product quality	delivery	
Supply chain	Optimise supply chain efficiency and reduce lead times by 15 %.		Inventory turnover rate, Lead time/