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|  | **Objectives** | **Smart Goals** | **Performance Indicators** | **Actions / Initiatives** |
| **Financial Perspective** | To increase sales and reduce costs | 15% increase in net sales and 10% decrease in operating costs | Financial Statement | Negotiate with suppliers |
| **Customer Perspective** | To be a for a reference for a variety of products | Increase in launching new products every quarter by 15% | Number of new products launched per quarter | Create an innovation and development committee |
| **Internal Perspective** | To be able to develop new products constantly  | Start at least 5 new product development projects every month | Project innovation reports | Acquire specific software for managing product development |
| **Learning & Growth Perspective** | To have extremely knowledgeable staff in product development | Have at least 2 professionals with master’s degrees in product development | Number of product development professionals with masters degrees | Select and employee to receive masters training and hire another with a master’s degree  |