

Financials

- **What are the key measures that will define financial success for your company?**
 - Sales versus target - by store
 - Customer numbers – e.g. footfall
 - Buying efficiency metrics e.g. conversion (% of those making a purchase vs footfall), basket sizes
 - Payroll costs are within target
 - Store expenses are within target
 - Waste / losses / other stock movements

Customer

- **What do your customers value and hence what must you get right for them?**
 - Friendly and helpful staff
 - Good prices
 - Good product availability
 - Slick checkout processes

Operations

- **Focus on the key things that the store team needs to get right first time to 'delight' customers**
 - Stock availability for customers
 - Monitoring specific standards e.g. health and safety completed, shop presentation, warehouse standards
 - Cash control
 - Specific part of the 'service' to customer

Internal People & External Community

- **A happy store team will be more likely to serve customers to their best ability (hence happy customers). Also supporting the wider community creates a good working & retail experience for staff and customers.**
 - Satisfaction KPIs
 - Development prospects
 - Training levels
 - Community schemes
 - Environment impacts tracked