

STRATEGIC		Customers should want to visit us.			Increased turnover on car wash.	We must be an attractive workplace.	
	TACTICAL		Number of visitors per day from January 2014 should at least be at the same level as the corresponding month in 2012.			Car wash revenue must be increased by at least 10% as of January 2014 compared to the corresponding month in 2012.	As of January 2014, we must receive at least five unsolicited monthly applications from young people who would like to get a job with us.
OPERATIONAL		The store needs to be refurbished and modernised to make it welcoming to customers, including improved access and parking facilities, refrigerated counters for sandwiches and salads, and a cafe area so that customers can enjoy their morning coffee here. This is estimated to cost DKK 0.5 million and will take place in October and November 2013.	Customer service needs to be significantly improved so that customers want to visit our store. This is achieved by all employees attending a class for three days in October when the store is still closed due to refurbishment. In addition, monthly employee performance and development interviews and personal goals are introduced for all.	Starting 1 December, we will offer freshly baked rolls, salads and sandwiches + coffee and more. My will attend a week's course in handling food items and more. and the facilities to be used are incorporated into the refurbishment.	We need a new car wash system, to avoid complaints and attract new customers. This will cost DKK 0.5 million and will be installed in October 2013.	In addition to this class, each employee who has been employed for more than six months will receive DKK 5,000 per year for further training, provided the training is relevant to the business.	More committed employees with independent responsibilities, so that those who want and can, develop and make us attractive to young entrepreneurial people. My is responsible for food and Bastian for staff.
	Action plans	Jensen is in charge of the construction.	Bastian is named deputy head and is responsible for personnel, training, and development.	My is responsible for freshly baked rolls, salads and sandwiches, etc.	Jensen is responsible for the new car wash system.	Bastian is responsible for the continued training of the employees.	Jensen maintains the objectives tree. Going forward, Jensen will delegate the tasks, as well as manage and follow up.

FIGURE 10.59  
Jensen's petrol station. Evaluation based on objectives tree, strategic level.