

BOUNCE FITNESS BUSINESS OBJECTIVES



The Business Objectives of Bounce Fitness set out what the business is trying to achieve.

- Generate a 10% yearly increase in sales
- Increase market penetration every quarter
- Continue to cultivate Bounce Fitness' image as the premier long-term wellness program provider
- Decrease customer acquisition costs by 4% every two (2) quarters
- Lower the costs of service delivery by 1% a quarter
- Holding spending, as a percentage of sales, at a steady rate