

# Acme Corporation Technology : JoAnne Rogers

Mission and Vision	Objective	Organization Goals	Performance Measures and Targets	Department Goals	Performance Measures and Targets	Team Member Goals	Performance Measures and Targets	Team Member Action Items
<p><b>Mission Statement</b> The mission of Acme Corporation Technology is to create technology solutions for forward-thinking organizations.</p> <p><b>Vision Statement</b> To be known as the technology experts and resource center for small to medium-sized organizations.</p> <p><b>Values</b> Purpose &amp; Growth - our foundation is built on our purpose and provides a place for our team's passion Client Focus - a razor-sharp focus on our customer's growth is essential and the only way to succeed. Integrity - to have honesty and respect for all individuals. Leadership - to empower and inspire entrepreneurial leaders. Professionalism - to be professional in our actions to our clients, partners and each other. Excellence - to continually pursue knowledge and learn. Community Service - to effectively help organizations to make an impact. Fun - to have enjoyment and fulfillment in our work</p>	<p>1 Revenue Growth: Grow our revenue by 30% each year</p> <p>4 Maintenance Contracts: To be viewed as the top technology resource in the western region.</p>	<p><b>1.1 Generate sales of \$1 million by the end of the year. (Source:Quick Books) (Administration) (12/31/13)</b></p> <p><b>4.2 Maintain 75% of our current customers. (Customer Service) (02/01/13)</b></p>	<p>M: \$ in sales T: \$1,000,000</p> <p>M: % increase in customer base annually T: 85%</p>	<p>1.1.1 Software Licenses: Generate \$300,000 (Administration) (12/31/15)</p> <p>4.2.1 Implement marketing campaign to draw in new markets. (Sales/Marketing) (12/31/13)</p>	<p>M: \$ generated T: \$300,000</p> <p>M: % completed T: 100%</p>	<p>1.1.1.1 Secure 20 new license contracts quarterly. (JoAnne Rogers) (12/31/13)</p> <p>4.2.1.1 Research and identify 6 opportunities in new markets that company could expand into. (Joanne &amp; Tracy) (JoAnne Rogers) (06/30/13)</p>	<p>M: # of new license contracts T: 80</p> <p>M: % complete T: 100%</p>	<p>4.2.1.1.1 Complete a competitive analysis study of our current and prospective markets. (Tom Jones) (04/30/12)</p>