# Business Objectives and Key Performance Indicators

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 quarters.**
- **Lower the cost of service delivery by 1% a quarter.**
- **Holding spending, as a percentage of sales, at a steady rate.**