



# WHAT ARE KPIs?

Key Performance Indicators (KPIs) are the parts of your plan that displays what you want to achieve by when. They are the measurable, outcome-based reports you'll use to measure if you're on track to meet your goals or objectives.



CUSTOMER NEED	WHY MEASURE IT?	KPI
Quality 		
Cost 		
Delivery 		
People 		

**SALES KPIs**

**FINANCIAL KPIs**

**CUSTOMER KPIs**

**OPERATIONAL KPIs**

**MARKETING KPIs**

