

BSC

sogood™



Category	KPI	Weight	Target 2015	% of stores OT	SBT	BT	OT	AT	SAT
					1	2	3	4	5
Equity People	TM Turnover	20%	70%	n/a	>85	<=85>70	<=70>55	<=55>40	<=40
	MNG turnover	15%	25%	n/a	>35	>25<=35	<=25>15	<=15>10	<=10
Total Cor Equity Product/Place	GES, repsonses (OM)	25%	>50	n/a	>30	>=30<50	>=50<70	>=70<90	>=90
	CER (OM) if FSC=0 and FSI <10	5%	65	n/a	<50	>=50<65	>=65<70	>=70<80	>=80
		20%	FSC=0 and FSI<10		FSC=0 and FSI<10				
Total Compe Equity Promo	OSAT	20%	>=70	n/a	<64	>=64<70	>=70<78	>=78<86	>=86
	Sales(act vs budget)*	5%	105%	n/a	<100%	>=100%<105%	>=105%<110%	>=110%<115%	>=115%
Equity Profit	COL (act vs budget), %*	35%	Store Plan	n/a	>1%	<=1% >0%	<=0% > -1%	<= -1% > -2%	<= -2%
	MC (act vs budget)*	15%	Store Plan	n/a	< -1,5%	>= -1,5% <0%	>=0% <1,5%	>=1,5% <3%	>=3%
		20%							
	Overall Score	100%			SBT	BT	OT	AT	SAT

BSC (Balance score card) – Карта сбалансированных показателей.
 Включает 4 группы: 1) Люди; 2) Оценки (Гости); 3) Продажи; 4) Прибыль
 Оценка BSC за период должна быть выше 3 (OT).

