

The BGEM Compass

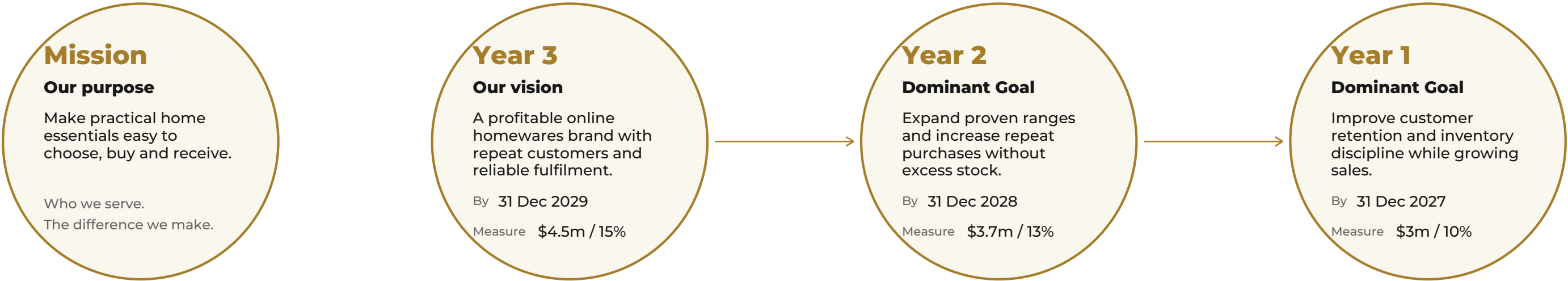
Open 2 of 3 | 9 staff. Baseline: \$2.4m revenue, 7% operating margin.

Member Avery King, Founder

Business Everyday Home Online

Period Jan 2027 to Dec 2029

Review Every 6 weeks



The 4/16

Four critical outcomes required to achieve the Year 1 Dominant Goal.

Set four measurable milestones for each outcome. Give each milestone a due date.

Critical outcome 1 \$3m annual net sales	Critical outcome 2 Increase repeat customer value	Critical outcome 3 Achieve 10% operating margin	Critical outcome 4 Deliver a dependable order experience
Target / ownerCommercial Lead	Target / ownerCustomer Lead	Target / ownerFinance Lead	Target / ownerOperations Lead
1.1 Deliver first-quarter sales plan Measure\$650k recognisedDue 31 Mar	2.1 Segment the active customer base Measure100% buyers segmentedDue 31 Mar	3.1 Identify contribution by product Measure100% SKUs costedDue 31 Mar	4.1 Baseline order accuracy Measure100% errors recordedDue 31 Mar
1.2 Improve product-page conversion Measure2.5% purchase conversionDue 30 Jun	2.2 Improve second-purchase rate Measure25% within 90 daysDue 30 Jun	3.2 Control fulfilment and acquisition MeasurePositive order contributionDue 30 Jun	4.2 Improve dispatch reliability Measure97% dispatched in 1 dayDue 30 Jun
1.3 Deliver cumulative sales target Measure\$2.1m sales YTDDue 30 Sep	2.3 Grow returning-customer sales Measure30% of quarterly salesDue 30 Sep	3.3 Reduce aged stock exposure MeasureOver 180 days below 10%Due 30 Sep	4.3 Reduce fulfilment mistakes MeasureErrors below 1% of ordersDue 30 Sep
1.4 Complete annual sales target Measure\$3m net of returnsDue 31 Dec	2.4 Sustain repeat purchasing Measure35% of Q4 salesDue 31 Dec	3.4 Deliver operating profit target Measure\$300k profitDue 31 Dec	4.4 Improve customer satisfaction Measure90% positive feedbackDue 31 Dec

Guiding principles

The behaviours that guide how we deliver.

Principle 1 Make choosing easy By this we mean Give clear product information and honest delivery expectations.	Principle 2 Earn the next order By this we mean Resolve issues promptly and learn why customers return.	Principle 3 Stock with discipline By this we mean Use demand and margin evidence before increasing inventory.	Principle 4 Keep the promise By this we mean Track each order and communicate delays before customers chase.
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Fictional example. NZD excluding GST. Circle measures: annual revenue / operating margin after owner salary. Milestone dates are in 2027.