

Action Plan – Profit Centering

S.M.A.R.T. Goals

Specific – raise net profit %

Measurable – raise from 25.49% to 30%

Attainable – high goal but attainable with time, training, and team culture

Relevant – doable for luxury brand, set standard for company, & personal goals achievement

Time – 28% in 3 months 30 % in 6 months time