

SMART OBJECTIVES



At GAME.co.uk we are committed to making your online shopping experience an enjoyable one.

Increase Product Range: To increase product range GAME could bring out a 2 new games under the genre 'Sport' by Christmas 2010.

Increase popularity: To increase popularity GAME could bring out a new offer such as 'Buy a game over £20 and you will get double reward card points' within the next 3 months



MUSGRAVE GROUP MISSION STATEMENT:

Through people, Musgrave Group strives to create and share exceptional added value through:

- Branded food distribution businesses that are different and better
- Long term relationships
- A devolved organisation in which employees can realise their potential

Increase Survival Rate: Londis can increase their Survival rate by creating customer satisfaction. So therefore they should sell high quality products for a reasonable price. They should start selling local food by May 2010.

Increase Growth: Londis can increase their growth by opening 3 new outlets in the next 6 years.