

Vision	Transforming society through the provision of ultra-high speed mobile information services		
Mission	The number one provider of ultra-high speed mobile information networks across the United Kingdom and Europe		
Strategic Priority	<i>Content Partnerships</i>	<i>Customer Service</i>	<i>Brand Awareness</i>
Strategic Result	Strong supply chain for entertainment and information services, exclusive agreements	Clarity in offering that surpasses anything in the market today, best user interface	Reinvigorated brand based on successes, attract a wider and younger audience

Business Objectives and Strategy Map		Measures	Targets	Initiatives
Financial		<ul style="list-style-type: none"> • Net profit • Operating costs • Revenue in target markets 	<ul style="list-style-type: none"> • ↑ 5% per year • ↓ 3% per year • ↑ 12% per year 	<ul style="list-style-type: none"> • Implement new financial accounting system • Simplify billing operations
Customer		<ul style="list-style-type: none"> • % Market share index • % Customer satisfaction index • % Focus group user index 	<ul style="list-style-type: none"> • ↑ 3% per year • 85% this year • > 90% each focus session 	<ul style="list-style-type: none"> • Competitive end user requirements market studies for new UK regions • “Improve the Offering” two year programme
Internal Processes		<ul style="list-style-type: none"> • New products as % of sales • Brand awareness score • Cost efficiency index 	<ul style="list-style-type: none"> • 12% this year • ↑ 5% per year • > 90% every reporting period 	<ul style="list-style-type: none"> • Create improved offering selection process • Processes for ‘Improve the Offering’ programme above • Training programme for new offerings and user interface
Organisational Capacity		<ul style="list-style-type: none"> • Employee development plans • Technology training index • Supply chain efficiency index 	<ul style="list-style-type: none"> • 95% in place • 90% efficient • 95% 	<ul style="list-style-type: none"> • Product and marketing training programme • 2 year football and news supply agreements • Technology improvement programme