Sears Total Performance Indicators

1. Attitude About Job and Company
2. Customer Satisfaction
3. Customer Retention
4. Revenue Growth
5. Operating Income Margins
6. Return on Assets

Work
Shop
Invest

Associate's Perception of Service
Merchandise Selection
Inventory and Space Productivity

Competition

Analysis of 25 Key Indicators
- 365 BILLION DOLLAR PROGRAM
- INVESTMENT IN THE BUSINESS
- DEPARTMENT STORE BUSINESS
- HARDWARE STORES
- HOME SERVICE
- TIRE GROUP
- INFORMATION SYSTEMS
- EDUCATION & TRAINING

SEARS