



QUALITY HOSPITALITY
ADELAIDE CATERING

Business Objectives

The Business Objectives of Quality Hospitality set out what the business is trying to achieve.

- Generate a 15% yearly increase in sales
- Increase market penetration every quarter
- Continue to cultivate **Quality Hospitality's** image as the premier Events and Catering Company
- Decrease customer acquisition costs by 4% every two (2) quarters
- Lower the costs of service delivery by 1% a quarter
- Hold spending, as a percentage of sales, at a steady rate