Liquor Store Goal-Setting

This resource is designed to help you set and achieve specific, realistic, measurable goals for your liquor store's performance.

What is your goal?

Which KPIs are most relevant to this goal?

- ☐ Total sales revenue
- ☐ Number of transactions
- ☐ Average transaction value
- ☐ Foot traffic
- ☐ Conversion rate
- ☐ Customer retention rate
- ☐ Inventory turnover rate
- ☐ Shrinkage rate
- ☐ Gross/net profit
- ☐ Profit margin per item
- ☐ Sales by category
- ☐ Other: _____

Check your POS system's sales reports to get a baseline for these KPIs.

How much would you like to improve these KPIs, and what strategies will you use to get there? Be specific.

When will you check in on your KPIs and evaluate your success? Don't forget to mark your calendar with a check-in reminder.