

Mission	<p>We are here to serve the citizens of the community in the following main areas:</p> <ul style="list-style-type: none"><li>• Petrol, car wash and care</li><li>• Kiosk goods</li><li>• Cafe items and fast food</li></ul>
Vision	<p>The decline we have experienced must be stopped, and the target for revenue in 2014 is DKK 10 million, corresponding to the level in 2012. In 2015 and 2016, we will have a 10% turnover growth every year.</p>
Values	<p>The customers should want to visit our store, and it must be a positive experience for them on each occasion.</p> <p>Our store must be an attractive workplace that develops employees.</p>

FIGURE 10.52  
Jensen's petrol station, objectives tree, strategic level.