

	Strategic Objectives	Measures/ Metrics	Targets	Initiatives/ Actions
Process Perspective	Maintaining all the processes in the company at the minimal cost aiming to reach back to profitability, refocus on the structure	<ul style="list-style-type: none"> • Porters matrix • SWOT • BCG matrix • Internal KPI set for each process 	<ul style="list-style-type: none"> • Back to profitability by 2024 • Focus on internal structure, increase of efficiency (via technology mainly) 	<ul style="list-style-type: none"> • Sustainable flying • Anti-Covid assistance • Digitalization and innovation path
Learning and Growth Perspective	Sustainable path that would provide best customer experience	<ul style="list-style-type: none"> • PASTLE analysis • KPI connecting qualitative part with quantitative one 	<ul style="list-style-type: none"> • Increase customer satisfaction without significant increase of price • Consistent alignment of products with customer's needs 	<ul style="list-style-type: none"> • Lufthansa Prosumer program • Yearly sales