KPI Tracking Sheet for South African Small Businesses

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| **Category** | **KPI Name** | **Description** | **Target** | **Actual** | **Notes** |
| Financial | Net Profit Margin | Percentage of net profit from total revenue | 10–20% |  |  |
| Financial | Cash Flow | Difference between incoming and outgoing cash flow | Positive |  |  |
| Financial | Cost of Goods Sold (COGS) | Cost to produce or acquire goods sold | Minimized |  |  |
| Financial | Return on Investment (ROI) | Profit generated for each Rand invested | 2:1 or better |  |  |
| Financial | Monthly Revenue | Total monthly earnings from all income sources | Growing monthly |  |  |
| Customer | Customer Satisfaction Score (CSAT) | Rating from customers about their experience (scale 1–5) | 4.0+ |  |  |
| Customer | Repeat Purchase Rate | Percentage of customers making more than one purchase | 30%+ |  |  |
| Customer | Referral Rate | Number of new clients from customer referrals | 10%+ |  |  |
| Customer | Customer Lifetime Value (CLV) | Estimated income from a customer over their relationship with the business | R1,000+ |  |  |
| Operational | Order Accuracy | Percentage of orders fulfilled without errors | 98%+ |  |  |
| Operational | Inventory Turnover | Rate at which stock is sold and replenished | High |  |  |
| Operational | Staff Productivity | Output of each staff member (e.g., tasks/day) | 80%+ |  |  |
| Marketing | Click-Through Rate (CTR) | Ratio of ad clicks to impressions | 2%+ |  |  |
| Marketing | Conversion Rate | Percentage of site visits that lead to desired actions | 5%+ |  |  |
| Marketing | Customer Acquisition Cost (CAC) | Average cost to gain a new customer through marketing | R100 or less |  |  |

Reviewed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approved by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_