

Perspective 4: Financial (Shareholders)

Strategic Goal 4: Enhancing DAU's Financial Performance

Strategic Objectives	Strategic Initiatives
Strategic Objective 4.1: Increasing Admission and Enrolment	4.1.1 Ensuring the Successful Implementation of Initiatives Supporting Admission and Enrolment
Strategic Objective 4.2: Diversifying Income Sources	4.2.1 Encouraging Initiatives Pursuing New Revenue Opportunities
Strategic Objective 4.3: Reducing Cost of Operations and Improving Assets Utilization	4.3.1 Supporting Initiatives to Promote an Effective Cost-cutting and Assets-utilizing System