I have provided you with an excerpt from the Form 10-K for Jack in the Box which covered Item 1: Business. A 10-K is an annual filing required for all publicly-traded companies in the US under Securities and Exchange Commission law. If you are really interest in what a company is required to include in Item 1 Business, you can read the regulations here: <https://www.law.cornell.edu/cfr/text/17/229.101> but do not do that now – you are in the middle of a quiz that is timed!

You are to prepare a balanced score card using the information provided in the excerpt. You are not required to do any additional research although if time permits, feel free to do so. You can find more information on the balanced score card on pp. 10-11 and 41-44. Since your company is large, you should prepare a balanced scorecard for the **manager of a company owned Jack in the Box restaurant**.

I have provided a template which you may or may not use to prepare your balances score card. The number of rows is not indicative of the number of measures you should provide for each area. Some may have more and some may have fewer depending on your perspective.

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| --- | --- |
| Area | Measure |
| **Financial performance** |
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| **Customer satisfaction** |
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| **Internal processes** |
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| **Learning and growth** |
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