

SMART Analysis

PAGE:

DATE: / /

SMART
Specific

Measurable

Achievable

Relevant

Time-bound

Long - Term

Goal - Startup

Specific - I want to start a cookie company because there is no brand that sells giant giant chewy and soft cookies. I actually want to have a bigger startup related to my field in the future. So I want to start off with something smaller for the experience.

Measurable - Step 1: Learn about business, product design, product packaging, distribution by November end.

Step 2: Perfect the recipe by December.

Step 3: Figure out production units and funding by April 2025

Step 4: Launch in May.

Achievable - I'm not sure. I need to figure out how to get the funding. I'll learn as much as I can and try to get this done.

Relevant - Not relevant to my field but I have many different interests. If this goes well, I can do my masters in a different (business related) field. Also since jobs in Biotech - my field are limited so if I can make a source of income for myself through this, it would be great.

Time bound - November 2025 - May 2026

Launch
↓
Not the end but the beginning

24/10/2025



Short Term.

Specific - Learn about business and management and product design and marketing.

Measurable - 1) ~~Do~~ Make your recipe
2) Design your product packaging.

Achievable - Yes | It is achievable. I can look up videos online and learn through them.

Relevant - Not really but it matters to me, it'll be the first stepping stone in my journey to be financially independent.

Time bound - Upto December.

~~25/10/2025~~

SWOT Analysis.



PAGE: / /

DATE: / /

07

S

- like to try out everything
- ambitious
- responsible
- accountable
- good leadership skills

W

- lack of motivation (need a push)

- gullible

- like to try out everything (no fixed goal)

- underconfident

- SWOT

- smart goals

- PDP

O

- competitions in and out of college
- 4 years to plan life

T

- competition

- limited scope

~~8/1/2022~~