**Goal One:** “Office Green wants to increase brand awareness.”

**SMART Goal One:** “Office Green wants…”

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: brand awareness means getting more customers in the door which will lead to more sales. It’s specific to the goal of the project. |
| --- |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: They want to increase web traffic and grow their customer base, so these can be measured. It did not include a metric to gauge success except by a review in the 4th quarter. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: yes it is as the web traffic increase is inline with previous marketing campaigns. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: to increase revenue, the, company needs more customers to buy their product hence brand awareness. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Yes, by the end of the year. |

**Goal Two:** “Office Green wants to raise the customer retention rate.”

**SMART Goal Two:** “Office Green wants…”

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: yes as the goal is mentioned, who is involved and who the recipient is. |
| --- |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:  The company plans to create an Operations and Training plan for Plant Pals to improve on existing customer service standards and boost efficiency. So this can be measured by the points of reference. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: the customer satisfaction rate has been consistent for the last 5 years so yes the customer retention of 10% is attainable. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: to maintain sales, the customer retention cannot dip and rather it needs to increase to meet the revenue goal. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Yes by the end of the year. |