

Project goals

Project Name : KAVS relay product upgrade
Group code : NEXT81_ONL1_ERP8_M1d
Revision : 01
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GOAL ONE	METZ will Increase sales of the product KAVS by implementing new sales and marketing strategies by 20% by the first quarter of year 2025 each month 6.6% increase.
S SPECIFIC	<p>What makes this goal specific? Does it provide enough detail to avoid ambiguity?</p> <p>The goal is specific because it's clear what METZ needs to do to achieve it (implementing new sales and marketing strategies)</p>
M MEASURABLE	<p>What makes this goal measurable? Does it include metrics to gauge success?</p> <p>The goal is measurable because it sets a metric 20% increase in sales of product-K.</p>
A ACHIEVABLE	<p>What makes this goal attainable? Is it realistic given available time and resources?</p> <p>The goal is attainable because the team has enough time, tools and experience to plan and execute the strategy to get each month 6.6% increase of sales.</p>
R RELEVANT	<p>What makes this goal relevant? Does it support project or business objectives?</p> <p>The goal is relevant because increasing sales will increase METZ revenue.</p>
T TIME-BOUND	<p>What makes this goal time-bound? Does it include a timeline or deadline?</p> <p>The goal is time-bound because it sets a deadline by first quarter of 2025.</p>

GOAL TWO	METZ will increase customer retention rate by 10% by the second quarter of 2025 by applying latest technology to the product KAVS and making operation and training plan.
S SPECIFIC	What makes this goal specific? Does it provide enough detail to avoid ambiguity? The goal is specific because it's clear what METZ needs to do to achieve it (applying latest technology to the product KAVS and making operation and training plan)
M MEASURABLE	What makes this goal measurable? Does it include metrics to gauge success? The goal is measurable because it sets a metric 10% increase in retention rate.
A ACHIEVABLE	What makes this goal attainable? Is it realistic given available time and resources? The goal is attainable because the team has enough time, tools and experience to plan and execute the strategy
R RELEVANT	What makes this goal relevant? Does it support project or business objectives? The goal is relevant because increasing customer retention rate will increase METZ revenue.
T TIME-BOUND	What makes this goal time-bound? Does it include a timeline or deadline? The goal is time-bound because it sets a deadline by the second quarter of 2025.