

Goal One: Plant Pals to increase yearly revenue by 1.25% in a quarter

What makes this goal specific?	The investment into the Plant Pals project is desired to drive up revenue.
What makes this goal measurable?	Revenue is a metric that is determined on a yearly basis. Having information from the previous year, one can calculate whether the goal has been achieved in the given time frame.
What makes this goal attainable?	Breaking this goal down into quarters means that the revenue needs to be up by 1.25% each quarter which seems reasonable.
What makes this goal relevant?	Revenue brings in money for new projects to be funded going forward. So it is extremely important for Office Green to have more money to enable the company to sustain service and drive more projects.
What makes this goal time-bound?	The description text says that revenue is calculated on a yearly basis so the assumption is that the increase in 5% is also measured for the year, but would have to be agreed with project stakeholders.

Goal Two: Increase customer satisfaction by 2.5% over measuring period

What makes this goal specific?	That the introduction of Plant Pals should increase customer satisfaction, i.e. existing customers which can be questioned through established means.
What makes this goal measurable?	The text provides information that last year's customer satisfaction rating was 80% and this year's should increase by 10%. The project is going to measure progress throughout the third quarter and can monitor customer satisfaction for the duration.
What makes this goal attainable?	Customer satisfaction would need to increase by 2.5% per quarter which seems reasonable. Also the fact that there are already customer satisfaction service, there is likely a good indication for what customers wanting to see improved and therefore Plant Pals is introduced.
What makes this goal relevant?	One of the business-wide goals is to retain the existing customer base. Customers tend to stay when they are happy and are listened to. So the goal is relevant to the business-wide goal.
What makes this goal time-bound?	That there is a period of a quarter for which data is collected.