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

**SMART Goal One:** “Office Green wants to increase brand awareness by developing and publishing a website with a landing page showcase Plant Pals. This is expected to increase the customer base by 15% and the website traffic by 2k visits per month.”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The goals are clearly defined with quantity and deadline. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Yes, one wants to increase by 15% the website traffic and 2k visits per month. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: I believe it isn’t. The metrics are too high for too little time. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: It is relevant even though it isnt realistic. It looks to the right way, but isnt realistic in its deadline. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Yes, its deadline is at the end of the quarter. |

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

**SMART Goal Two:** “Office Green wants to raise the customer’s retention rate from 80 to 90%”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: It is specific. One wants to increase the retention rate in 10% within a year. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: It’s measurable because it has quantity and time-line. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Yes, it is. If in the last year it had a 85-90% retention rate, so, this next year, the real raise would be around 2,5%. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: It is relevant because it intends to increase retention rate. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Yes, it is time-bounded. One wants to increase the retention rate in 10% within a year. |