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

**SMART Goal One:** “Office Green will increase brand awareness via a new marketing and sales strategy and a redesigned website, which will increase unique page visits by at least 2000 views per month, by the end of the year.”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: By specifying 2 main things to do (marketing and sales strategy + redesigning website), it is clear what is needed to be done. I did not include the flyers, as it did not have a metric I can use. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Metric of “2k per month, by the end of the year” is given. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Stated results as being within prior marketing campaigns |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: By increasing brand awareness, are able to potentially increase customer base. This can allow for the main goal of “5% revenue increase” to be achieved |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Deadline of by the end of the year |

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

**SMART Goal Two:** “Office Green will raise the customer retention rate by at least 10% (to 90%) by the end of the year via the introduction of a new Operations and Training plan.”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: Specifies the introduction of a new Operations and Training plan |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Increasing customer retention rate by 10% (to 90%) |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Customer retention is already high, and the new project “Plant Pals” has high interest, and therefore could retain more customers |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: By retaining more customers, you are able to get closer towards the main objective of 5% increase in sales |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Has to be done by the end of the year |