



Create a SMART Goal and KPIs

Worksheets



Business Description

Provide a short description of your selected business

→ Business Name

TechGear Hub

→ Description of the business

TechGear Hub is an online retail platform specializing in the latest technology gadgets and accessories. Our business model is purely e-commerce, offering a wide range of products, from smartphones and smartwatches to cutting-edge audio devices. With a focus on customer satisfaction, we aim to provide a seamless online shopping experience.

SMART Goal

Draft a SMART goal for your selected business

- ☐ **Specific** What needs to be done?
- ☐ **Measurable** Can it be measured?
- ☐ **Achievable** Can it be done?
- ☐ **Relevant** Should it be done?
- ☐ **Time-bound** When will it be done?

Specific: Increase online sales revenue by 20% within the next quarter.

Measurable: Achieve a sales revenue of \$250,000, compared to the current \$200,000, by the end of the next quarter.

Achievable: Based on historical data and market trends, a 20% increase is realistic and aligns with our growth projections.

Relevant: This goal is relevant to our business objective of expanding our market share and increasing profitability.

Time-Bound: The goal will be achieved within the next quarter.

Key Performance Indicators

Draft three KPIs for your selected business based on your SMART goal for your selected business

→ 1

Conversion Rate: Measure the percentage of website visitors who make a purchase. KPI target: Increase the conversion rate from 2% to 2.5%

→ 2

Customer Acquisition Cost (CAC): Calculate the cost of acquiring a new customer. KPI target: Decrease CAC from \$20 to \$15.

→ 3

Website Traffic: Monitor the number of visitors to the website. KPI target: Increase website traffic by 15%.

