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

**SMART Goal One:** “Office Green wants unique page visits to increase by at least 2K each month by the end of the year, by using new marketing and sales strategy, a redesigned website with a new Plant Pals landing page, and a print catalog.

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: This goal is specific because it wants to increase brand awareness. Yes, it has enough details to avoid ambiguity. |
| --- |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:  The metric to gauge success is that unique page visits should increase to at least 2k each month. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: This goal is attainable because it is in line with the results of prior marketing campaigns. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: The overall project goal is to increase revenue by 5% by the end of the year. Increasing brand awareness is a sure way to increase revenue. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The goal is to be achieved within a year. |

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

**SMART Goal Two:** “Office Green wants customer retention rate to increase by at least 10% this year by creating an Operations and Training plan for Plant Pals to improve on existing customer service standards and boost efficiency with project team collecting data quarterly to assess how well the goal is being met”

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: Office Green wants the customer retention rate to increase by at least 10% this year, Yes, it has enough details to avoid ambiguity. |
| --- |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: The project team will continue to collect data on the project’s progress through the rest of the year and assess how well it has met its goals at the end of the fourth quarter. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Last year, 70% of customers who left Office Green for competitors said they did so because they wanted more extensive services. When surveyed, 85% of existing customers expressed an interest in Plant Pals. Hence it is attainable. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: The overall project goal is to increase revenue by 5% by the end of the year. Increasing customer retention is a sure way to increase revenue. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The goal is to be achieved within a year. |