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

**SMART Goal One:** “Office Green will boost brand awareness with a new website, reaching 15% new clients and increasing 2k page visits until the end of the year.”

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The company wants to boost brand awareness with a new website. Yes. |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Reach 15% new clients and increase 2k page visits. Yes. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Based on the requirements with the Director of Product, the company is able to do everything. Yes. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Increasing brand awareness, the sales will increase. Yes. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: We have until the end of the year. Yes. |

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

**SMART Goal Two:** “Office Green will raise their customer retention rate creating an Operations and Training plan, increasing retention in at least 10% until the end of the year.”

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The company wants to raise their customer retention with an Operations and Training Plan. Yes. |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: The company wants to increase retention by at least 10%. Yes. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Based on the requirements with the Director of Product, the company is able to do everything. Yes. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Increasing retention rate, the sales will increase. Yes. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: We have until the end of the year. Yes. |