

## SMART OBJECTIVES

# GreenBite



Partner with at least 10 gyms, 5 corporate offices, and 5 health centers within 6 months to provide customized meal subscriptions. Increase brand awareness by 30% through social media campaigns and collaborations with fitness centers.



Achieve a 20% increase in monthly subscriptions and 15% revenue growth within 12 months by introducing personalized meal plans and expanding into the ready-to-eat supermarket sector.



Reduce customer acquisition costs by 15% within 6 months using electronic marketing strategies while negotiating with local suppliers to maintain raw material expenses under 10% of revenue.

