

## Goal One: Increase overall revenue by 5% within this year.

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What makes this goal specific? Does it provide enough detail to avoid ambiguity?	The specific goal of increasing overall revenue
What makes this goal measurable? Does it include metrics to gauge success?	The mentioned quantity of 5%
What makes this goal attainable? Is it realistic given available time and resources?	It's quite realistic to increase sale by 5%
What makes this goal relevant? Does it support project and business objectives?	Increasing revenue is the prime motive of a business.
What makes this goal time-bound? Does it include a timeline or deadline?	A fixed time frame within this year

## Goal Two: Increase Customer Retention by 5% within this year

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What makes this goal specific? Does it provide enough detail to avoid ambiguity?	The specific goal of increasing Customer Retention
What makes this goal measurable? Does it	The mentioned quantity of 5%

include metrics to gauge success?	
What makes this goal attainable? Is it realistic given available time and resources?	Previously the rate was 80%. So it's quite realistic to increase by 5%
What makes this goal relevant? Does it support project and business objectives?	Customer retention leads to higher sales and profit
What makes this goal time-bound? Does it include a timeline or deadline?	A fixed time frame within this year