**ORRA Smart Goals:**

**Goal 1:**

**Original Goal: Improve sales revenue from the new product line.**

**Smart Goal: Increase sales revenue from the new product line by 25% within six months through targeted marketing campaigns and promotions.**

**Specific: Increase sales revenue from the new product line.**

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

It clearly states the focus on increasing sales revenue from the new product line, avoiding ambiguity by specifying the area of improvement and how to achieve it.

**Measurable: Achieve a 25% increase in sales revenue within six months.**

What makes this goal measurable? Does it include metrics to gauge success?

The goal includes a specific percentage (25%) and a time frame (six months), allowing for clear tracking of progress.

**Achievable: Implement targeted marketing campaigns and promotions, Using Social media, Emails, Campaigns to reach more People.**

What makes this goal attainable? Is it realistic given available time and resources?

Yes, given the resources available for marketing, this goal is realistic and can be accomplished with proper planning.

**Relevant: Directly addresses the issue of poor sales.**

What makes this goal relevant? Does it support project or business objectives?

This goal is directly tied to the company's need to improve sales, making it relevant to overall business objectives.

**Time-bound: Within the next six months.**

What makes this goal time-bound? Does it include a timeline or deadline?

The goal sets a clear deadline of six months, which helps prioritize efforts.

**Goal Two:**

**Original Goal: Improve the quality of skincare products.**

**Smart Goal: Enhance the quality of skincare products to achieve a customer satisfaction score of 85% or higher within three months by conducting product reviews and gathering customer feedback.**

**Specific: Improve the quality of skincare products.**

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

It identifies the focus on skincare products, providing a direct area for improvement.

**Measurable: Achieve a customer satisfaction score of 85% or higher.**

What makes this goal measurable? Does it include metrics to gauge success?

The goal includes a specific target (85% customer satisfaction score), allowing for quantifiable assessment.

**Achievable: Conduct product reviews, gather customer feedback, Conduct internal quality audits after 6 weeks to help ensure progress is on track.**

What makes this goal attainable? Is it realistic given available time and resources?

Yes, as conducting reviews and feedback is a common practice within the industry, making this goal attainable.

**Relevant: Addresses the low-quality perception affecting sales**.

What makes this goal relevant? Does it support project or business objectives?

Improving product quality directly impacts customer satisfaction and sales, making it highly relevant.

**Time-bound: Within the next three months.**

What makes this goal time-bound? Does it include a timeline or deadline?

The goal specifies a three-month deadline, ensuring timely action and accountability