# Goal One

**Original goal one:** Increase the revenue of the company.

**SMART Goal one:**

"By the end of 2025, Nefer tour will increase the revenue by 30% by developing customer base with high-profile clients."

## Goal one questions

|  |
| --- |
| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: Increase revenue by 30%. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Achieve a 30% increase in revenue. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Achieve this goal by end of 2025. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Aligns with the growing demand for exclusive experiences in the luxury tourism market. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Achieve this goal by end of 2025. |

# Goal two

**Original goal two:** Increase satisfaction rating of 90%

**SMART Goal two:** Nefer tour will introduce personalized services for high-profile clients and aim for a client satisfaction rating of 90% or higher by the end of 2025.

## Goal two questions

|  |
| --- |
| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: Enhance client satisfaction by introducing personalized services for high-profile clients. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Achieve a client satisfaction rating of 90% or higher based on post-experience surveys. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Train staff and implement a feedback system to ensure personalized services are effectively delivered. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Meets the increasing expectations of high-profile clients seeking tailored and unique experiences. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: measure satisfaction by the end of 2025 |