#### **Goal One:** *Office Green wants to increase revenue by expanding their product line this year.*

**SMART Goal One:** *Office Green will introduce new Plant Pals service by second quarter. Marketing department will promote the new service with a website redesign that includes new landing pages with Plant Pals product descriptions, and a print catalog.This new service will help bring in 5% more revenue.*

|  |  |
| --- | --- |
|  | |
| What makes this goal specific? Does it provide enough detail to avoid ambiguity? | The company is getting ready to introduce its new Plant Pals service, which will provide top customers with small, low maintenance plants for their desks. |
| What makes this goal measurable? Does it include metrics to gauge success? | Vice President of Product expects Plant Pals to be able to bring in an additional 5% overall revenue for the company. |
| What makes this goal attainable? Is it realistic given available time and resources? | The company has the knowledge, time, resources to build the Plant Pals. |
| What makes this goal relevant? Does it support project and business objectives? | Marketing department will promote the new service with a website redesign that includes new landing pages with Plant Pals product descriptions, and a print catalog. |
| What makes this goal time-bound? Does it include a timeline or deadline? | Project launched in the second quarter, fourth quarter will assess results and revenue. |

#### **Goal Two:** *Office Green wants to retain a majority of their existing customer base this year.*

**SMART Goal Two:** *Office Green will create a Plant Pals service. This service will be completed within the second quarter and aim for 90% customer satisfaction. This will help with the goal of retaining users to 85%.*

|  |  |
| --- | --- |
|  | |
| What makes this goal specific? Does it provide enough detail to avoid ambiguity? | Expects Office Green to achieve over a 90% customer satisfaction rating, which is a slight increase over last year. This will help in retaining customers |
| What makes this goal measurable? Does it include metrics to gauge success? | Customer retention was 80% for Office Green last year, but the CEO wants to see that number rise by at least 5% this year. |
| What makes this goal attainable? Is it realistic given available time and resources? | The company has the knowledge, time, resources to build the Plant Pals which helps retain users. |
| What makes this goal relevant? Does it support project and business objectives? | Office Green’s business model relies on customers caring for their plants successfully and . |
| What makes this goal time-bound? Does it include a timeline or deadline? | Project launched in the second quarter, fourth quarter will assess results and revenue. |