**Goal One:** “Office Green wants to increase brand awareness.”

**SMART Goal One:** “Office Green wants to increase brand-awareness by launching a redesigned website and a creating a print catalog. This should be measured by increased traffic (2k more visits per month until end of the year).”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: Yes. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Customer visits on the home-page. Surveys to measure awareness. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Unrealistic, since the re-launch is at the end of the third quarter. But the visitor have to increase already before? |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: It is a business objective and focusses on attracting new customers. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Time-bound until end of the year. |

**Goal Two:** “Office Green wants to raise the customer retention rate.”

**SMART Goal Two:** “Office Green wants to increase the customer retention rate to 90% this year by improving the offered services and by additional training.”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: Yes, the number for the CRR is clear and it has a time-limit. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Can be measured by the current customers and those who left continually. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Improved training is planned to boost efficiency. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: It supports business objectives and it is relevant because keeping existing customers should be one of the first goals. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Is time-bound, the deadline is the end of the year. |