Office Green

Goal One: "Office Green wants to increase brand awareness."

SMART Goal One: "Office Green wants to increase brand awareness through new marketing and sales strategies, a redesigned website with a new Plant Pals landing page, a print catalog, and through publicity around the launch. Customer growth expected is by at least 15% by the end of the year. Project should be completed by the end of the year"

What makes this goal specific? Does it provide enough detail to avoid ambiguity? *Response*: The goal is specific since the project team exactly knows the outcome without ambiguity which is to increase the brand awareness through the usage of new marketing and sales strategies.
What makes this goal measurable? Does it include metrics to gauge success? *Response*: It is measurable by the metrics such as customer growth rate of minimum 15% and web traffic increase by 2k per month towards the end of the year.
What makes this goal attainable? Is it realistic given available time and resources? *Response*: The project is attainable since the team has enough time and resources to achieve the results. Also the Office Green had in the past a strong customer base and traffic. This supports the target.
What makes this goal relevant? Does it support project or business objectives? *Response*: The goal is relevant for the organization's growth and scale.
What makes this goal time-bound? Does it include a timeline or deadline? *Response*: This goal is time bound since there is a project deadline as it should be achieved by the end of the year.

Goal Two: "Office Green wants to raise the customer retention rate."

SMART Goal Two: "Office Green wants raise the customer retention rate at least by 10% this year through the introduction of new service called 'plant pals' and by improving the customer satisfaction rate to over 90%- a slight increase from the last few years which stayed in the range 85-90%"

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

Response: This goal is specific since the project team clearly knows the project outcome as to improve the customer retention rate through new service introduction and raising customer satisfaction rate.

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

Response: The goal is measurable since there are quantifiable metrics to measure the success- which is a 10% increase in customer retention rate.

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

Response: It is attainable since the team has enough time and past data supports this

---

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

Response: The goal is relevant since it will ensure business growth and scaling

---

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

Response: The goal is time bound since it has a deadline towards the end of this year