# **Smart Objectives**

## **Goal One**

The company will stabilize its product availability and regain customer trust in its processed Tahini product lines by the end of the year. The company aims to:

* Reduce product shortages by 50% within the next 6 months by securing alternative suppliers for sesame seeds.
* Maintain a customer satisfaction rate of 90% by ensuring consistent product availability.

**Goal Two**

The company will strengthen its supplier network and reduce the impact of import restrictions by:

* Secure at least two alternative suppliers for sesame seeds within the next 6 months.
* Reduce dependency on imports by 70% by sourcing locally where possible or using substitute ingredients.

# **OKRs (Objectives and Key Results)**

**Objective 1**

Ensure reliable production and supply of Tahini products

* Key Result 1: Reduce sesame/Tahini product shortages by 50% within 6 months.
* Key Result 2: Secure alternative sesame seed suppliers by Q2 to restart Tahini production.
* Key Result 3: Increase production line efficiency by 30% by Q4.

## **Objective 2**

Diversify supplier networks and reduce cost pressures.

* Key Result 1: Find at least 2 new locally suppliers for key ingredients within 6 months.
* Key Result 3: Decrease import-related expenses by 15% by optimizing logistics and payment strategies.