

Name:

Date:

Class:

Building Your Business Plan

Activity 2-1: Business Goals

Goals are destinations, or where you want your business to be. Common types of goals for a new business startup include customer goals, financial goals, marketing goals, and timeline goals. Goals define what the business aims to accomplish on a short-term and long-term basis. A short-term goal is one that can be accomplished within the next year. A long-term goal is something you wish to accomplish within the next five years. Regardless of length, your goals should follow the SMART goal model, meaning they should be specific, measurable, attainable, realistic, and timely.

Write two short-term and two long-term SMART goals that define what your business startup aims to accomplish. For each goal, explain how progress will be measured using key performance indicators (KPIs). Identify and justify your KPI selection for each goal.

1. Short-Term SMART Goal #1

Answer:

- a. KPI Explanation

Answer:

2. Short-Term SMART Goal #2

Answer:

- a. KPI Explanation

Answer:

3. Long-Term SMART Goal #1

Answer:

- a. KPI Explanation

Answer:

4. Long-Term SMART Goal #2

Answer:

a. KPI Explanation

Answer: