



Measurable objective

A clearly defined and measurable objective ensures that the activity plan is both based upon realistic investment criteria and achieves a required Return on Investment.

SMART objectives:

Specific = Be precise about what you are going to achieve

Measurable = Quantify your objectives

Achievable = Are you attempting too much?

Realistic = Do you have the resources to make it happen?

Timed = State when you will achieve the objective



SMART objectives



Examples of SMART marketing objectives:

New market entry

Develop new business with one importer / wholesaler in China by 30 November 2018

Expand into a new segment

Expand business into the food service sector in Dubai with one hotel chain using our branded beef / lamb product by 30 May 2019

Growth of existing business

Increase sales of xx brand in the domestic market by 10% by 30 June 2019

Developing a new branded beef / lamb product

Develop a new brand for the Indonesian premium retail market by 30 March 2019

Building awareness for your brand

Raise awareness of xx brand amongst AAAA retail chain shoppers in Japan by 30 June 2019

