

# TEMPLATE 2: GOALS OF THE SME

Name of the SME: ALPHA equipment

**Instructions:**

- a) List the current strategic goals of the SME (market differentiation, cost reduction, new product innovation, etc...)
- b) For each goal, describe intended outcomes/results.
- c) Prioritise results. List potential unintended results
- d) Fill up the breakdown of goals table

	INTENDED OUTCOMES/RESULTS	PRIORITIZED INTENDED OUTCOMES/RESULTS
<p><b>SME GOAL 1 :</b></p> <p>Provide increased level of service to key customers</p>	<p>Improved customer retention</p> <p>Improved customer satisfaction</p>	<p>1) Improved customer satisfaction</p> <p>2) cost savings</p> <p>3) brand image</p>
<p><b>SME GOAL 2 :</b></p> <p>Extend lifetime of products to improve quality image</p>	<p>Improved brand image</p>	<p><b>POTENTIAL UNINTENDED RESULTS/OUTCOMES</b></p> <p>Long lasting products may hinder product renewal</p>
<p><b>SME GOAL 3 :</b></p> <p>Reduce the ecological footprint of our key product</p>	<p>Improved brand image</p> <p>Cost savings ( if use of recycled material)</p>	<p>Risks of less stable supply if focus on recycled material</p>