

Boutique action plan ! SMART goal

We are planning to improve our Boutique quality within the next 90 days. Based on our financial statement, we have realized that we need help to improve our boutique merchandising which will result in higher sales. At the moment we only have half of our merchandising in-stock and in the display. We are ordering at least one of each product to be at the counter and in the display so our staff and clients can observe them. We are implementing more shelves to display merchandise items to get our client's attention. Based on our meeting with our sales department and staff; we all agreed to provide a \$10 coupon to every visitor that visits the sales department. We believe that will increase our sales and will get us where we need to be. We are planning to increase our sales by 50% in the first 90 days. We will conduct meetings every month to measure our sales. However, at the end of the 90 days we will have a management meeting to evaluate our plan.

Specific: increase our boutique sales by 50%

Measurable: The goal is measurable, as the department can track its progress through the financial statement. With having 90 days in mind.

Achievable: The goal is achievable, as the department has identified specific strategies to achieve its goal.

Relevant: The goal is relevant to the parts department's overall objective of increasing boutique sales.

Time-bound: The goal is time-bound, as it has specific timelines for increasing gross profit within the 90 day timeline.