

TEMPLATE 2: GOALS OF THE SME

Name of the SME: _____

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

SME GOAL 1 :	INTENDED OUTCOMES/RESULTS	PRIORITIZED INTENDED OUTCOMES/RESULTS
SME GOAL 1 :		
SME GOAL 1 :		
		POTENTIAL UNINTENDED RESULTS/OUTCOMES