

SMART Goals

S (specific) Create high quality clothing and bring confidence and style to the people.

M (measurable) Make hundreds of Lazy Grind T shirts, tank tops, sweaters and hats by December 20, 2014. Aim to sell most within the first month and hopefully increase our sells by 50% within the first month it's launched.

A (attainable)

- We will begin designing our shirts, tanks, etc.
- Secure permits and licenses needed to start clothing line
- Create website for marketing
- Promote Lazy Grind

R (realistic) Our team is greatly motivated and all under the same vision. Plus we all have a great sense of style.

By

T (timely) Design Lazy Grind logo and create unique shirts, tank tops, sweaters, and hats by December 20, 2014. Launch Lazy Grind by January 1st, 2015.