**ANNUAL GOAL TRACKER TEMPLATE**

This Annual Goal Tracker Template is designed for Nigerian entrepreneurs to monitor, evaluate, and revise their key business goals across different areas. Use this document to track progress, assign responsible persons, and assess performance at the end of each quarter.

**1. Business Goal Overview**

Fill in your business goals and monitor execution across the year.

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| --- | --- | --- | --- | --- | --- |
| Goal Title | Target Outcome | Responsible Person | Start Date | Deadline | Status |
| Expand Social Media Presence | Gain 10,000 followers on Instagram | Marketing Lead | Jan 1, 2025 | Mar 31, 2025 | Ongoing |

**2. Quarterly Progress Review**

This section tracks key milestones and evaluations for each quarter.

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| --- | --- | --- | --- | --- |
| Quarter | Key Milestones | Achievements | Challenges | Next Steps |
| Q1 | Launch product awareness campaign | Campaign reached 12,000 people | Limited ad budget | Explore influencer collaborations |