**QUARTERLY GOAL TRACKER**

This Quarterly Goal Tracker is designed for Nigerian entrepreneurs to help monitor progress, set measurable targets, and evaluate the outcomes of business strategies each quarter. Use this tool to keep your SME focused on short-term wins while aligning with long-term vision.

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| **Goal Description** | **Department /Team** | **Target Metrics (Q1-Q4)** | **Progress (%)** | **Challenges Faced** | **Action Taken** |
| Increase social media engagement | Marketing Team | Q1: 10%, Q2: 20%, Q3: 30%, Q4: 40% | 25% | Low ad reach | Boosted posts + influencer partnership |
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