

SMSA Frieght KPI 2024								
Area	Strategy Segment	KPI No.	Description	Measurement Criteria	Value out of 100%	Value out of Overall Wt %	Yearly Target	
OPERATIONS (Overall weight: NA)	NA		NA	NA				
					0%	0.00%		
		Total			0%			
		OVERALL WEIGHT						
PEOPLE (Overall weight 10%)	RESOURCES	KPI-1	Localization	Maintain Saudization - target: 25%	As per HR Man power Report	70%	100.00%	
				Rapid development programs for N1, N2, & N3 Levels	As per Training records	5%	100.00%	
	KPI-2		Succession plan	Leadership training	As per Training records	5%	100.00%	
				Implementation of a Mentorship Program	As per Training records	5%	100.00%	
				Funded Professional Certification	As per Training records	5%	100.00%	
	KPI-3		Employee	Staff Survey Results - target 75%	As per Survey results	10%	100.00%	
			Total			100%	10.00%	
				OVERALL WEIGHT				
	FINANCE (Overall weight 45%)	MONETIZATION	KPI-4	Financial Performance	Cost reduction by 20%	As per FIN report	10%	100.00%
					All Services - Target: 125% growth 3 years	As per FIN report	30%	100.00%
KPI-5			Revenue	Cross-Border Trucking - Target: 126% growth 3 years	As per FIN report	25%	100.00%	
KPI-6				DG - Target: 1463% growth 3 years	As per FIN report	25%	100.00%	
			Growth	Revenue Retention	As per FIN report	5%	100.00%	
				Lost Customers	As per FIN report	5%	100.00%	
			Total			100%	45.00%	
				OVERALL WEIGHT				
CUSTOMERS (Overall weight 45%)		SUSTAINABILITY	KPI-7	SFD Service Levels	Delivery Commitment - Target 95%	As per reports	10%	100.00%
			KPI-8	Customer Satisfaction Survey	Satisfaction Measurement Levels (Customer Survey): to achieve 85% satisfaction	As per Survey results	10%	100.00%
	KPI-9		Horizontal Business Growth	Success rates of proposals - Target: 70%	Quotation Log report	25%	100.00%	
	KPI-10			Vertical Business Growth	Increase Corporate Client x 10 & Project client x 2	As per plan	30%	100.00%
				Expand export services (New GSA, existing GSA & Non GSA Airlines)	As per plan	25%	100.00%	
			Total			100%	45.00%	
			OVERALL WEIGHT					
			100.00%					

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