

SFD Department KPI 2023									
Area	Strategy Segment	KPI No.	Description	Measurement Criteria	Value out of 100%	Value out of Overall Wt %	Yearly Target		
OPERATIONS (Overall weight XX%)	RESOURCES	KPI-1 Business Expansion	1. New office expansion (Jubail, Yanbu, Rabigh, Cassim). (Proposed expansion to reach 50% end of Q2)	As per plan	75%	15.00%	100.00%		
			2. Expand outbound services (New GSA x 1)						
			3. Increase Corporate Client x 10 & Project client x 2						
			4. Commence brokerage service at various ports (JED& DMN).						
		5. Increase GCC trucking business by 5%. Signed up 5 new global partners & Alliances. Increase by another 5 new partners.	Agreement File	25%					
Total			100%	20.00%					
OVERALL WEIGHT			20%						
PEOPLE (Overall weight XX%)	RESOURCES	KPI-2 Localization	To achieve localization 20% target for the dept, additional 5 saudi staff	As per HR Man power Report	50%	5.00%	100.00%		
				As per Survey results	50%	5.00%	100.00%		
		KPI-3 Employee	Staff Survey Results - target 75%		100%	10.00%			
		Total			100%	10.00%			
		OVERALL WEIGHT			10%				
FINANCE (Overall weight XX%)	MONETIZATION	KPI-4 Revenue	40% Year on Year	Monthly Revenue report	100%	50.00%	100.00%		
					100%	50%			
		Total			100%	50%			
		OVERALL WEIGHT			50%				
		CUSTOMERS (Overall weight XX%)	MONETIZATION	KPI-5 Service Levels	Delivery Commitment	Clearance report	93%	11.34%	100.00%
Success rates of proposals	71%					8.66%	100.00%		
KPI-6									
Total				164%	20.00%				
OVERALL WEIGHT				20%					

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