

Marketing Department KPI 2024								
Area	Strategy Segment	KPI No.	Description		Measurement Criteria	Value out of 100%	Value out of Overall Wt %	Yearly Target
OPERATIONS (Overall weight 25%)	RESOURCES	KPI-1	Technology	360 Customers Engagment (Loyalty Program)	As per plan	20%	5.00%	100.00%
				Internal website development (SMSA world)	As per plan	40%	10.00%	100.00%
				SMSA Website development	As per plan	40%	10.00%	100.00%
		Total			100%	25.00%		
		OVERALL WEIGHT				25%		
PEOPLE (Overall weight 10%)	RESOURCES	KPI-2	Localization	Maintain Saudization - As per HR target 70%	As per HR Man power Report	50%	5.00%	100.00%
		KPI-3	Succession plan	Rapid development programs for N1, N2, & N3 Levels	As per Training records	10%	1.00%	100.00%
				Leadership training	As per Training records	10%	1.00%	100.00%
				Implementation of a Mentorship Program	As per Training records	10%	1.00%	100.00%
				Funded Professional Certification	As per Training records	10%	1.00%	100.00%
		KPI-4	Employee	Staff Survey Results - target 75%	As per Survey results	10%	1.00%	100.00%
		Total			100%	10.00%		
		OVERALL WEIGHT				10%		
FINANCE (Overall weight 45%)	MONETIZATION	KPI-5	Financial Performance	Budget Alignment	As per FIN report	100%	45.00%	100.00%
		Total			100%	45.00%		
		OVERALL WEIGHT				45%		
CUSTOMERS (Overall weight 20%)	SUSTAINABILITY	KPI-6	Survey	12 Mystery shopping researches.	As per survey results	5%	1.00%	100.00%
				Mystery Shopping Survey (KSA, Bahrain, Egypt & UAE)	As per survey results	5%	1.00%	100.00%
				Call evaluation Survey (KSA, Bahrain, Egypt & UAE)	As per survey results	5%	1.00%	100.00%
				Customer Satisfaction Survey (KSA, Bahrain, Egypt & UAE, Jordan, Turkey, South Africa)	As per survey results	5%	1.00%	100.00%
				Survey Stratigic partners , interested parties	As per survey results	5%	1.00%	100.00%
			Market Intelligence	12 Market Research	As per Plan	5%	1.00%	100.00%
				General Market Research	As per Plan	5%	1.00%	100.00%
				Action Marketing Plan	As per Plan	5%	1.00%	100.00%
				Marketing Gallery	As per Plan	5%	1.00%	100.00%
				Market Share	As per Plan	5%	1.00%	100.00%
			Product and Service	Review and enhance current SMSA services	As per Plan	10%	2.00%	100.00%
			Brand Management	Branding Compliance	As per Plan	5%	1.00%	100.00%
		KPI-7	Programs	Corporate Social Responsibilities - 1 per year	As per Plan	5%	1.00%	100.00%
		KPI-8	Marketing Task	Achieve 95% of valid tasks completion as per SLA.	As per task completion spreadsheet	15%	3.00%	100.00%
				Achieve 80% of valid tasks completion within the SLA.	As per task completion spreadsheet	15%	3.00%	100.00%
		Total				100%	20.00%	
		OVERALL WEIGHT					20%	

100.00%

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