

Sales / Marketing / IBU KPI 2021						
Area	KPI No.	Description	Measurement Criteria	Value out of 100%	Value out of Overall Wt %	Yearly Target
OPERATIONS (Overall weight 0%)	N/A	N/A	N/A	0%	0.00%	N/A
OVERALL WEIGHT	<b>Total</b>			<b>0%</b>	<b>0.00%</b>	
PEOPLE (Overall weight 10%)	KPI-1 Localization	To achieve localization 30% target for the dept, additional 11 saudi staff	As per HR Man power Report	25%	2.50%	100.00%
	KPI-2 People development	Coaching 7 staff monthly (80%)	HR- Training report	25%	2.50%	100.00%
	KPI-3 Employee	Staff Survey Results - target 89%	As per Survey results	50%	5.00%	100.00%
OVERALL WEIGHT	<b>Total</b>			<b>100%</b>	<b>10.00%</b>	
CUSTOMERS (Overall weight 30%)	KPI-4 Horizontal Business growth	* Dry ice * Car + Truck leasing * Manpower * Packaging Material	2 out of 4 to be achieved	20%	12.00%	100.00%
	KPI-5 Revenue Corp	* Express - 14% * Logistics - 45% * B2C - 60% * MRM - 15% * Cold Chain-60%	As per Finance report, including IBU	80%	48.00%	100.00%
OVERALL WEIGHT	<b>Total</b>			<b>100%</b>	<b>60%</b>	
KPI-6 New Product / Services	Achieve 15 new special contract (SDC, MRM, Archiving, 3PL, Cold Chain)	As per new contracts, including IBU	50%	15.00%	100.00%	
KPI-7 Lost customers / Lost Revenue	retain 85% of existing customer revenue	As per Finance report	25%	7.50%	100.00%	
KPI-8 Business Expansion	Operate in 10x new countries (Alliance, Direct Serve, Franchise acquisition)	As per Plan	25%	7.50%	100.00%	
OVERALL WEIGHT	<b>Total</b>			<b>100%</b>	<b>30.00%</b>	
OVERALL WEIGHT	<b>Total</b>			<b>30%</b>	<b>100.00%</b>	

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