

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
	Total			0%	0.00%	
	OVERALL WEIGHT			0%		

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 (60%)	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%
	Total			100%	10.00%	
	OVERALL WEIGHT			10%		

FINANCE (Overall weight 60%)						
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%
	Total			100%	60%	
	OVERALL WEIGHT			60%		

CUSTOMERS (Overall weight 30%)						
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%
	Total			100%	30.00%	
	OVERALL WEIGHT			30%	100.00%	

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