

Fulfillment & Logistics 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 50%)	SUSTAINABILITY	KPI-1	OPS Efficiency	*Expansion of Fulfillment Warehouse to 12,000 shelves position from the current 2,000 and increased the number of customers from 61 to 120. *Expansion of Fulfillment Warehouses for SFDA approved facilities. *Start bonded facility Fulfillment in areas outside of airports	As per plan	100%	50.00%	100.00%
		Total				100%	50.00%	
		OVERALL WEIGHT				50%		
PEOPLE (Overall weight 10%)	RESOURCES	KPI-2	Localization	Localization - Target as per HR	As per HR Man power Report	20%	2.00%	100.00%
		KPI-3	People development	Training : Cold Chain, General Logistics & Fulfillment) * 85% of required training for untrained staff * 80% of staff must pass the exam	HR- Training report	50%	5%	100.00%
		KPI-4	Employee	Staff Survey Results - Target 75%	As per Survey results	30%	3%	100.00%
		Total				100%	10.00%	
OVERALL WEIGHT				10%				
FINANCE (N/A)	N/A	N/A	N/A	N/A	N/A	30%	N/A	N/A
		Total				0%	0%	
		OVERALL WEIGHT				0%		
CUSTOMERS (Overall weight 40%)	SUSTAINABILITY	KPI-5	OPS Logistics Service Levels	* Ticketing Management - Close within 24 Hours * Order Picking and Processing Accuracy on a daily basis. * Obtain 95% Inventory accuracy measured monthly. * Obtain daily, 99% accuracy for receipt, picking and dispatching.	As per Monthly report	80%	32.00%	100.00%
		KPI-6	Customer Satisfaction Survey	Satisfaction Measurement Levels (Customer Survey): Logistics customers Target: 96%	As per Survey results	20%	8.00%	200.00%
		Total				100%	40.00%	
		OVERALL WEIGHT				40%		

Prepared by:

Omar Bin Waber  
Director - Operations

Reviewed by:

Mohammed Bhaiyat  
QRM Director

Approved by:

Engr Majed Alesmail  
Managing Director