	Support to Internal Customers Policies and Procedures		Document Number: 2P-SS-13.03
	Department: Marketing	Effective Date: July 12, 2024	Revision No 2

Scope

This document covers the policies and procedures below in support of F2 Logistics Philippines, Inc. and F2 Global Logistics, Inc.

This includes the following sub supports:

a. Support to Business Units

- Designing of marketing materials for internal projects and events.
- Designing and creation of marketing materials for external/ sales pitching.

b. Support to Shared Services

- Designing of marketing materials for internal projects and events.
- Designing and creation of marketing materials for presentation to external partners.

c. Support to Branches

- Designing of marketing materials such branch signages

d. Support to Fleet

- Designing of Fleet Branding

e. Support to other Internal Committees


- Designing of marketing materials for internal projects and events.
- Designing and creation of marketing materials for presentation to external partners.

Committees includes but not limited to:

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- Sales Conversion
- Customer Care Commission (3Cs)
- Training Committee
- Digital Innovation Group (DIG)
- Safety, Health and Environment Community (SHE)
- Business Continuity Plan Committee (BCP)

Definition of Terms

Internal Committees are groups within the organizations with special non-operational functions. Their outputs are project based.

DIG – Digital Innovation Group, is the group represented by various units from Business Units and Shared Services to discuss the weekly status of digitalization projects.

Sales Conversion is a group represented by sales executives that convenes monthly to discuss sales targets and action plans.

3Cs – Customer Care Commission is the group represented by Customer Experience Department leads and staff that convenes monthly to discuss targets and action plans.

Training Committee is the group represented by Subject Matter Experts from various Business Units and Shared Services that convenes monthly to discuss training needs and schedule.


SHE – Safety, Health, and Environment Committee is a group with various representatives from Business Units and Shared Services to discuss Safety, Health, and Environment concerns and projects.

BCP Committee – Business Continuity Plan Committee is a committee represented by various units from Business Units and Shared Services that discusses setting up of manpower, Information

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System, Infrastructures and Facilities in the case prolonged disruptions in business occurs due to natural disasters or pandemic outrage.

Ownership

The Marketing and Research Manager is responsible for ensuring that this document is cascaded to all concerned personnel and that it reflects actual practice.

Responsibility

Business Units – Our units are headed by Chief Operating Officers (COOs). Each BU has a Sales Team, Customer Experience Team, Operations Team, and Finance Team. The BUs of F2 Logistics are as follows:

- Supply Chain
- Business Solutions
- Value Chain
- Global Logistics
- Contract Logistics


Shared Services – Headed by its own COO, is the unit that supports all BUs. Shared Services Departments are as follows:

- Human Resources
- Marketing
- Information Technology
- Materials Management
- Fleet

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- Claims
- Legal
- Corporate Planning
- Quality Assurance

Chairman, President and Chief Executive Officer (CEO) – Is the highest official of F2 Logistics.

Executive Vice President (EVP) – Is the second highest ranking official of F2 Logistics who at the same time is the COO of Business Solutions.

Senior Vice President (SVP) - is the third highest ranking official of F2 Logistics who at the same is the COO of Shared Services, the Chief Financial Officer and the Chief Risk Officer.

Marketing and Research Manager – is the head of the Marketing Department, who at the same time is Head of the Research Team.

Marketing Researcher and Graphic Artist – Are the people who are in charge of creatives.

Marketing Executive – Is the person in charge of Sports Marketing and Sponsorships.

Marketing Officer – Is the person in charge of a Marketing Project.


Marketing Peer – Is a colleague with the Marketing Department.

Marketing Support Group (MSG) – Are Marketing employees who are assigned per BU and Shared Services Department to know their specific needs and act as Account Executives.

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Policies

1. Designs produced must be reviewed by a Marketing Peer.
2. Designs must be reviewed and approved by the Marketing and Research Manager
3. Designs must be reviewed and further be given final approval
4. After all approvals, if there is physical production, the BU requestor will process production with Material Management Department.
5. Approvals may be in the form of signed document, email, Viber messages, text messages or any other form that may substantiate approval. **(Please see Approval Matrix below)**


Marketing Support to Internal Customers: Approval Matrix					
Item No.	Internal Customer	Prepared By:	Reviewed By:	Reviewed & Approved By:	Final Approval:
1	Support to Business Units	Marketing Officer	Marketing Peer	Marketing and Research Manager	SVP/COO of BU's
2	Support to Shared Services	Marketing Officer	Marketing Peer	Marketing and Research Manager	Dept head of requestor/ SVP
3	Support to Branches	Marketing Officer	Marketing Peer	Marketing and Research Manager	Regional Head/SVP
4	Support to Fleet Department	Marketing Officer	Marketing Peer	Marketing and Research Manager	SVP/Director/President
5	Support to the Internal Committees	Marketing Officer	Marketing Peer	Marketing and Research Manager	Internal Committee Head/SVP

**Please note that if it involves facility and fleet branding, it will have to be tailor fitted to the specifications and dimensions of the facility or fleet and would need approval from the President prior to production.*

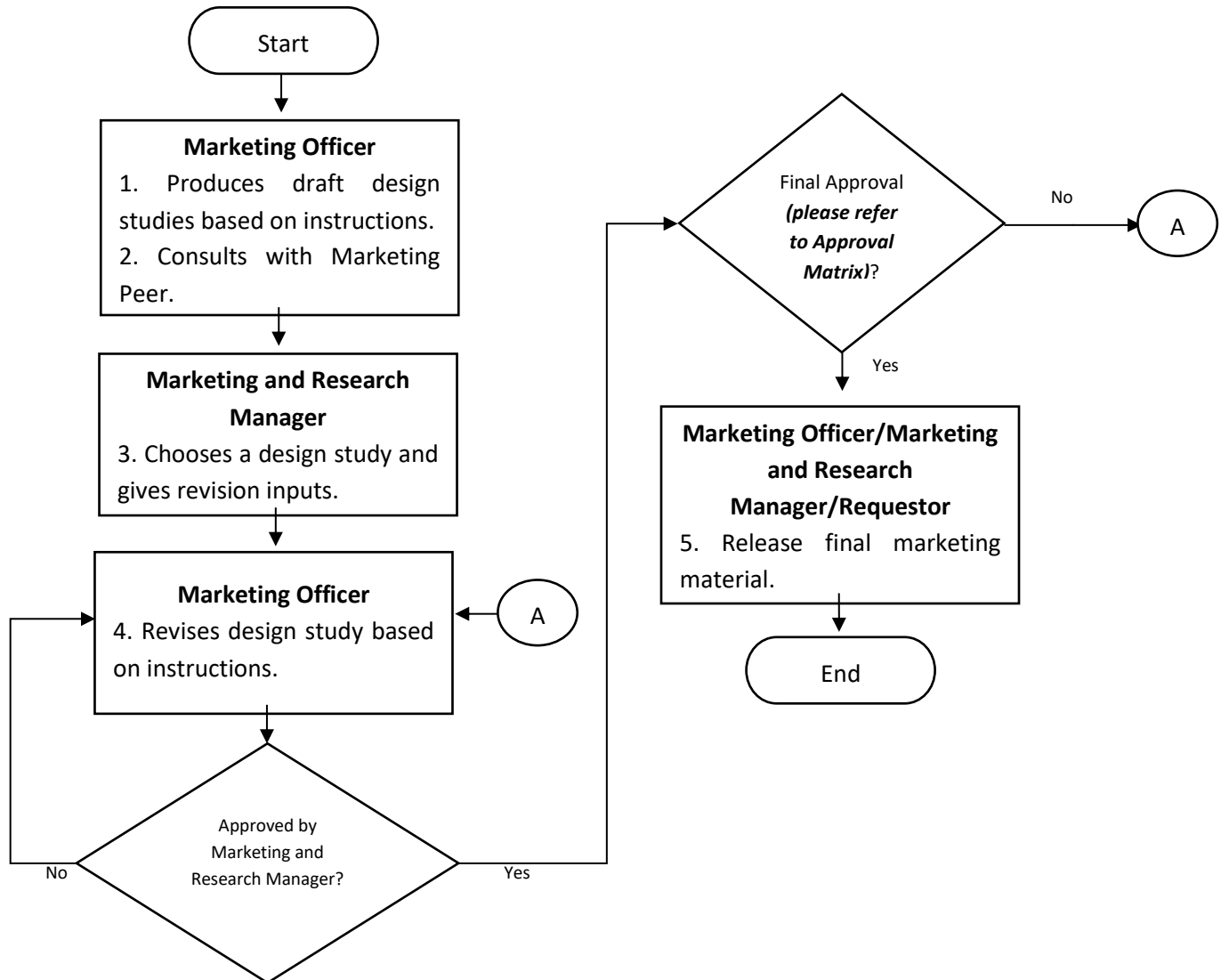
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Procedures



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