KPI 2024 – starting July

KEY PERFORMANCE INDICATORS 2024							
No.	**KPI Name**	**Weight**	**Target**	**Criteria**	**KPI Description**	**Source**	**Formula**
1	Implementation of Marketing Activities	25%	100%	Higher is better	(Timeliness) On-time implementation of Marketing Activities.	Calendar of Activities	Planned VS Actual activities based on Activity Timeline 0 Miss Incidence = 100% 1-5 Miss Incidences = 90% 6-10 Miss Incidences= 80% 11-15 Miss Incidences = 70% 16-20 Miss Incidences = 60% 20 & up = 50%
2	Market Intelligence	25%	5 industry per month, and as requested for the research.	Absolute	Bench marking/Competittors update = 1 industry per month and DIG Reports as per need	Calendar of Activities	Actual # of activities/ Target # of Activities
3	Increase F2 Awareness Through Social Media	20%	25 for FB F2 Logistics 25 for Linkedin 25 for Twitter 25 for Instagram	Higher is better	Measures the increase in number of followers of our social media pages.	All Social Media Accounts	Actual / Traget
4	Corporate Branding Awareness	20%	100%	Absolute	Implementation of Brand improvement nationwide (External Exposure) - As per demand Branches, Facilities, Fleet, and other collateral	Calendar of Activities	Planned VS Actual activities based on Activity Timeline 0 Miss Incidence = 100% 1-5 Miss Incidences = 90% 6-10 Miss Incidences= 80% 11-15 Miss Incidences = 70% 16-20 Miss Incidences = 60% 20 & up = 50%
5	Marketing Reports	10%	100%	Absolute	On-time submission of Management Reports (fixed monthly reporting - KPI - 16th of the mo Leaders Meeting - every Tuesday Mancom - Per Need ACCH - Per Need	Actual Reports	Scoring Reference 0 Incidence = 100% 1-2 Incidences = 90% 3-4 Incidences= 80% 5-6 Incidences = 70% 7-8 Incidences = 60% 9 & up = 50%
		100%					

DDC: This Document is already Approved and Posted on Intranet.

Please refer to printed files for signatures of approvers.

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