 F2 GLOBAL LOGISTICS <small>LET'S MOVE. NOW.</small>	<h1>Sales - PRAM</h1> <h2>Process Risk Assessment Matrix</h2>		Document Number: PR-GL-12.01
	Department: Sales	Effective Date: January 23, 2025	Revision No 6

Legend:


Probability of Occurrence	
High	Almost certain will occur
Medium	Occur at some time
Low	Remote Possibility
Severity of Risk	
Critical	Will greatly affect stakeholders satisfaction
Non- critical	Less effect on stakeholder satisfaction

SALES: PROCESS RISK ASSESSMENT MATRIX (PRAM)								
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Account Solicitation	Below revenue/ margin target	Business decision arranged globally	Med - Mnl High - Subic Med - Cebu	Critical	Continuous revisit of pricing for market competitiveness Make a travel visit with the agent overseas/customers	Email/MoM	To put overseas office To be a member of international freight forwarding network Continuous visibility on international conferences	Travel itinerary/MoM
		Lost account	Low - Mnl Med – Subic Med - Cebu	Critical	Improve operations process; services and equipment to meet customer(s) expectation; improve the operations system online requirements	NCAR/Emails/ Weekly report	With Consistent monitoring report/ continuously building relationship with the customers/suppliers	Weekly report/Business review/Emails
		Target new accounts did not materialize	Med - Mnl Med - Subic Med - Cebu	Critical	Continuously push to gain the prospective accounts or look for other potential new accounts Revisit untapped lanes of existing accounts. Focusing on the customers with essential goods. Conversion of accounts from Domestic to International and vice versa. Enforced telemarketing and strong after Sales (CEBU)	Sales report/ e-mail/quotations	Develop and improve new lanes of existing business; improve pipelines & focus on the target accounts with high potential business Tap small and medium enterprise on top of prospective multinational ones. Consistently building relationship with customers. Continuously improving pipelines and focus on the essentials with high potential business.	Sales report

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Account Solicitation	Below revenue/ margin target	Uncompetitive Trucking Service	Med - Mnl High - Sub Low - Cebu	Critical	Identify the performance of each truckers including the performance of Driver and Helpers as well. REFER to OPS PRAM (MANILA) Additional pool of truckers Maintain good relationship with truckers. REFER to OPS PRAM Continuous alignment with the truckers on F2 policies and procedures (CEBU)	Trucker's proposal/Trucker's accreditation. REFER to OPS PRAM	Identify the major subcon truckers and its advantages and expand business relationship with commitment volume and strategies. Also, additional partner truckers nationwide to create strategic pool of truckers in different areas. (MANILA) Additional purchase of truck units and to have a strategic pool of truckers in different areas. REFER to OPS PRAM Established more Quality inclined Truckers to support Operational efficiency. (CEBU)	Purchase order/Hauling contract/Trucker's accreditation & meeting REFER to OPS PRAM

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Account Solicitation	Below revenue/ margin target	Saturated market	Med - Mnl Med - Subic Med - Cebu	Critical	<p>Strengthen personalize customer focused services that provide cost efficiency to customer (CEBU)</p> <p>Continuous market survey on the following factors; cost, operational and customer service. (CEBU)</p> <p>Identify niche and untapped market (CEBU)</p> <p>Continuous providing solutions that provide cost efficiency to customer and value-added services (MANILA & SUBIC)</p> <p>Continuous market cost analysis to the customers like converting incoterms, providing implant staff. Conversion of accounts (MANILA & SUBIC)</p>	Sales report/SOP/Emails/ Proposals/social media/CSAT	<p>Developing end to end supply chain services</p> <p>Continuous expansion of functional offices in the outskirts of Metro Manila. Continues selling nationwide</p> <p>Enforcement of regular market review through the surveys conducted (CEBU)</p>	Proposal/Emails / Proposals / social media/CSAT
		High selling price compared to competitors	Med - Mnl Med - Subic Low - Cebu	Critical	<p>To continuously build strong relationship with customers/carriers & suppliers</p> <p>Negotiate special rates with carriers and agents nationwide. Prepare /update competitors analysis/ Offer options to customers for wider choice of products and service</p>	MoM/ E-mails/ Proposals/Quotations	<p>To provide exdeal negotiation with carriers and suppliers related to volume commitment</p> <p>Conversion of incoterms for customers' cost savings efficiency. Continue to build good relationship with customers. Be an alternative solution provider</p>	MoM/ Production Report/ Business Review

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Account Solicitation	Below revenue/ margin target	Limited presence of network in Europe and USA	Medium - Mnl Medium - Subic Medium - Cebu	Critical	To continuously look for other aggressive overseas agent partner	Signed contract/ Agreement	To be Federal Maritime Commission accredited Attending congress/conference related to US & EU business	Certificate/Reports
		Customer preference	Low - Mnl Medium - Subic Low - Cebu	Critical	Continue to meet the Customer's requirements Strong customer focused on meeting their needs that translate into satisfaction which converts preference for F2 Global (CEBU)	Business review/MoM/ Emails/ Social Media/Online Meetings	Continuously building relationship with both active and inactive customers Widen customer base Create retention program that will entice customer into using F2 Global services (CEBU)	Wine & dine/MoM/Social Media/emails

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Account Solicitation	Below revenue/ margin target	Carrier acting as forwarder	Med - Mnl Med - Subic High - Cebu	Critical	Continuously build freight driven business. Constant building rapport with customer	Reports/Sales production/MoM/ Emails/ KPI	To cover nationwide selling Continuous expansion of functional offices in the outskirts of Metro Manila. Deeper entrenchment with accounts. Service enhancement by offering wider array of products and services.	Sales production/Mancom report/MoM/ Proposal/ Quotations
		Equipment Availability/ Trucking competitiveness	Med - Mnl Med - Subic Low - Cebu	Critical	Additional pool of truckers/F2 owned trucks and alliances/subcons. (MANILA & SUBIC) Additional pool of truckers/F2 owned trucks and alliances/subcons that can support the availability and competitiveness of the operation. To have a well maintain trucks or equipment with reliable drivers and helpers. REFER TO OPS PRAM (CEBU)	Trucker's accreditation/ CAPEX	Implement control system generated online in monitoring all trucks used so we can study the allocation and needs of each customer; to have deep relationship with the suppliers. Create KPI for truckers based on client commitment/KPI. (MANILA) REFER to OPS PRAM	Purchase order/Hauling contract/ Trucker's accreditation/Email/ Meetings

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Account Solicitation	Below revenue/ margin target	Limited working Hours/Shorten operating working Hours of customers/suppliers	Low - Mnl Low - Subic Low - Cebu	Critical	<p>Immediately coordinate with customers representative for new schedules related to pick up and also the working schedule considering safety protocols during unforeseen events. (MANILA & SUBIC)</p> <p>Coordinate ahead of time with customers for their schedule considering safety protocols during unforeseen events. (CEBU)</p>	email/ Social Media	<p>Strengthen relationship with carriers. (MANILA)</p> <p>Coordinate ahead of time with customers for their schedule considering safety protocols during unforeseen events. (SUBIC)</p> <p>Continuous compliance of safety protocols and enhance improvement of full maximization of the schedule after unforeseen events. (CEBU)</p>	Email/Viber/sms/ Phone Calls
		Limited working Hours/Shorten operating working Hours of carriers/gov't agencies	Low - Mnl Low - Subic Low - Cebu	Critical	<p>Immediately coordinate with customers cut-offs for requests and other matters related to communication, processing, work schedule considering safety and health protocols.</p>	email/ Social Media	Constant reminders to customer	Email/Viber/sms/ Phone Calls

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Account Solicitation	Below revenue/ margin target	Higher Buying Rates imposed by Carriers due to limited space/shortage of containers and flights due to Global war situation	Med - Mnl Med - Subic Med - Cebu	Critical	<p>Promote freight rates comparison for each shipping lines and agents. Expand carriers used for every inquiry. Identify the competitive lanes of each carrier (MANILA)</p> <p>Continuously negotiating rates with carriers thru Phone/virtual meetings /emails. Continue building relationships with other carriers and agents and airlines. Prepare suppliers cost analysis. Expanding building relationship with carriers/airlines/agents. (CEBU & SUBIC)</p>	E-mails/Social Media/ Phone communication	<p>Strengthen relationship with carriers.</p> <p>Continuously Inform clients regularly regarding the mandatory increase by the carriers brought about by the unforeseen events. And also, to have a regular Solicit Bookings for more volume. (MANILA)</p> <p>REFER to CX PRAM</p> <p>Inform clients regularly regarding the mandatory increase by the carriers brought about by the unforeseen events. Provide adjusted rates to clients to be used regularly during Pandemic. Solicit Bookings for more volume. (CEBU & SUBIC)</p>	E-mails/Social Media Phone communication
	Hijack/theft	Bogus Accounts/ Syndicate	Low - Mnl Low - Subic Low - Cebu	Critical	<p>Report to the law enforcement</p> <p>Provision for escort on high valued shipments</p> <p>Insure the cargo and the unit</p>	Emails/Police report/SOP	<p>Profile the account using Customer Information Sheet and Credit Application Form</p> <p>Provision for escort on high valued shipments</p>	CIS, CAF/Accreditation /Government issued documents/Emails /SOP

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Account Management	Lost Account/ Lost Revenue	Price Increase	Medium - Mnl Medium - Subic Medium - Cebu	Critical	Continuously Accrediting and expanding more carriers/providers like shipping line, subcon truckers/co-loader Strengthen resources	MoM	Continuously expanding business with existing accounts; create special business arrangement to the customers (value added services). Promote the major line of business or expertise that we can cater to the customer	Sales revenue/ Sales production report
		Poor Account Management	Medium - Mnl Medium - Subic Low - Cebu	Critical	Conduct meeting and monitoring of monthly results of KPI Continuous coaching and mentoring. Conduct business review and wine and dine with customers	Performance Evaluation	Rate the person using the CBS and develop training program for the identified gap	CBS rating/Training tool kit
		Restricted client visitation due to Covid 19	Low - Mnl Low - Subic Low - Cebu	Critical	Constant account calls and telemarketing Refer to IATF and LGU Memorandum on Safety Protocols	CRM/ Viber IATF Memo / LGU Memo / Email	Build relationship to accounts through constant communication and Representation like sending Food and other marketing giveaways thru Grab, remembering accounts birthdays and anniversaries or thru personal representation. Strict compliance of safety protocol: wearing of face mask, face shield, constant hand washing and observe social distancing	CRM IATF Memo / LGU Memo / Email

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