

## MASAGANANG SAKAHAN, INC.

	Component				Baseline Data		Target	
	Objective/Measure	Formula	Weight	Rating System	2015	2016	2017	
CUSTOMERS/STAKEHOLDERS	<b>SO 1</b>	<b>Strengthen the Market Access</b>						
	SM 1	Primary market* developed	No. of retailers or end-user accounts	10%	(Actual / Target) x Weight	35	39	47
	SM 2	Volume of rice sold to primary market	Volume of rice (in bags)	20%	(Actual / Target) x Weight	10,673	10,438	17,000
	<b>SO 2</b>	<b>Strengthen the Competitiveness and Technical Knowledge of LBP Assisted Farmer Organizations</b>						
	SM 3	Total number of cooperatives with improved quality of palay that benefited from the Payment-in-Kind (PIK)	No. of cooperatives	10%	(Actual / Target) x Weight	25	22	30
		<b>Sub-total</b>		<b>40%</b>				
	<b>SO 3</b>	<b>Promote Customer Satisfaction and Sales Recognition Program</b>						
SM 4	Percentage of stakeholders which rated MSI with at least Satisfactory rating	Total number of respondents with at least Satisfactory rating (upper two boxes of a 5-point scale) / Total number of respondents	10%	(Actual / Target) x Weight	N/A	100%	100% of respondents which gave Very Good or Excellent Rating**	
	<b>Sub-total</b>		<b>10%</b>					
FINANCIAL	<b>SO 4</b>	<b>Strengthen Financial Viability</b>						
	SM 5	Net Income after Tax (NIAT)	Absolute amount (in Million Pesos)	15%	(Actual / Target) x Weight	25.632	27.119	33.350
		<b>Sub-total</b>		<b>15%</b>				

\* Primary market refer to the businesses which purchase milled rice either for consumption or for sale.

\*\* Using a 5-point rating scale with adjectival equivalent of 5-Excellent, 4-Very Good, 3-Good, 2-Fair, and 1-Poor.

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INTERNAL PROCESS	<b>SO 5</b>	<b>Shore Up Logistical Processes for Quicker Turn-Around Time</b>						
	SM 6	Percentage of deliveries made on time	Total number of deliveries made within 4 days / Total number of deliveries	10%	(Actual / Target) x Weight	N/A	66.67% (12 out of 18)	90%
	<b>SO 6</b>	<b>Increase Productivity of MSI Agri-Developmental Center</b>						
	SM 7	Capacity utilization ratio of MSI-ADC warehouse	Total incoming rice inventory (in cavans) / Full capacity of warehouse (55,000 cavans)	10%	(Actual / Target) x Weight	1.98	2.31	2.45
		<i>Sub-total</i>		<b>20%</b>				
LEARNING AND GROWTH	<b>SO 7</b>	<b>Establish Quality Management System</b>						
	SM 8	ISO 9001 Certification		5%	All or nothing	N/A	N/A	Certificate of Readiness for ISO 9001:2015
	<b>SO 8</b>	<b>Strengthen Competencies of Employees in the Organization</b>						
	SM 9	Average Required Competencies Met		10%	All or nothing	Develop Competency Framework	100% Basic and Intermediate Trainings Completed	Establish Competency Baseline
	<i>Sub-total</i>		<b>15%</b>					
	<b>TOTAL</b>		<b>100%</b>					