MSI STRATEGY MAP

Vision: By 2025, MSI is a prime provider of developmental assistance to farmer cooperatives and organizations towards self-sustainability. **Agricultural Support Programs for Financial Stability Market Development** Farmer Cooperatives & Organizations Mission: MSI will provide agri-related Customer / Stakeholders Strengthen the Competitiveness and Technical opportunities and Strengthen the Market Access Knowledge of LBP Assisted Farmer Organizations services to farmer cooperatives and organizations to help improve their income capacity and exposure to Promote Customer Satisfaction and Sales Recognition Program developmental framework to further increase their level of Financial productivity. Strengthen Financial Viability Core Values: **Social Responsibility** Shore Up Logistical Process for Increase Productivity of MSI Agri-**Enhance Marketing Strategies Development Center** Quicker Turn-Around Time Trust Excellence Learning and Growth **Professionalism** Strengthen Competencies of Employees in the **Establish Quality Management System** Organization

2018 PERFORMANCE SCORECARD (ANNEX B)

MASAGANANG SAKAHAN, INC.

Component					Baseline Data		Target		
Objective/Measure Formula			Weight	Rating System	2015	2016	2017	2018	
SO 1	Strengthen the Market Ac	cess							
SM 1	Number of Primary Markets ¹ Developed	Actual number of primary markets developed	10%	(Actual / Target) x Weight 0% = If less than 35	35	39	47	52	
SM 2	Volume of Rice Sold to Primary Markets	Actual volume of rice sold to primary markets	10%	(Actual / Target) x Weight 0% = If less than 10,962	10,962	10,460	17,000	119,400²	
SO 2	Strengthen the Competitiveness and Technical Knowledge of LBP-Assisted Farmer Organizations								
SM 3	Number of Cooperatives that Benefited from the Payment-in Kind (PIK) Program	Actual number of cooperatives that benefited from the PIK Program	10%	(Actual / Target) x Weight	25	22	30	33	
SO 3	Promote Customer Satisfaction and Sales Recognition Program								
SM 4	Percentage of Satisfied Customers	Number of respondents which gave at least Satisfactory rating / Total number of respondents	10%	(Actual / Target) x Weight 0% = If less than 80%	-	-	100% of respondents gave MSI at least Satisfactory rating (upper two boxes of a 5-point rating scale)	100% of respondents gave MSI at least Satisfactory rating (upper two boxes of a 5-point rating scale)	
	Sub-total		40%						

esses which purchase a minimum of twenty (20) sacks of milled rice per year, either for consumption or for sale. I on 70:30 Non-LandBank and LandBank market mix.

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Performance Scorecard 2018

	C	omponent		Baseline Data		Target					
Objective/Measure Formula		Formula	Weight	Rating System	2015	2016	2017	2018			
SO 8	Strengthen Competencies of Employees in the Organization										
SM 9	Percentage of Employees Meeting Required Competencies	Total employees with identified competency gaps addressed / 50% of employees with identified competency gaps	10%	(Actual / Target) x Weight	Develop Competency Framework	100% Completion of Basic and Intermediate Training	Establish Competency Baseline	50% of employees with identified competency gaps addressed			
SO 9	Establish Quality Management System										
SM 10	Improve Processes to Quality Management System	Actual accomplishment	5%	All or Nothing	No available data	No available data	Certificate of Readiness for ISO 9001:2015	Certification under ISO 9001:2015 Standards			
	Sub-total		15%								
	TOTAL		100%								