



MASAGANANG SAKAHAN, INC. BALANCE SCORECARD

STRATEGIC DIRECTIONS	OBJECTIVES	PERFORMANCE MEASURES	INITIATIVES	RESPONSIBLE PERSON/UNIT
FINANCE	<ul style="list-style-type: none"> To engage in other business opportunities within our mandate and improve revenue Broaden revenue mix 	<ul style="list-style-type: none"> Rice delivery Farm machineries and agricultural equipment Warehousing Revenue 	<ul style="list-style-type: none"> New accounts/ tie-ups Market identification Focus sales promotion New channel marketing 	<ul style="list-style-type: none"> Marketing/ Pres. & GM/BOD Marketing and Sales Unit Staff Fin. & Admin Head
STAKEHOLDERS/ CUSTOMER	<ul style="list-style-type: none"> To identify market potential and to improve delivery of services to existing customers Broaden market reach Provide copy of systems and policies concerning customers and stakeholders Provide technology training and development support 	<ul style="list-style-type: none"> Number of new identified market increase and retention of existing clients Customer retention, new client penetration All customers and stakeholders provided a copy Market Research Quality of development training provided 	<ul style="list-style-type: none"> Environmental scanning Intensify marketing Client's identification and visitation Active participation in canvass/bidding Conduct a research study on different industries Identify priorities Dialogue and forum/ Feed backing Close coordination with qualified farmer-cooperative 	<ul style="list-style-type: none"> Pres. & GM Marketing and Sales Unit BOD OPGM in coordination with all Units

PROCESS	<ul style="list-style-type: none"> • To formulate policies and procedures for new projects and strengthen existing processes comparable with the industry practice • Improve packaging • Strong logistics support • Review with amend existing policies/systems • Issue a new comprehensive and integrate the amended existing systems and policies. 	<ul style="list-style-type: none"> • New packaging design • Milling Recovery Rate • Amended systems and policies implemented 	<ul style="list-style-type: none"> • Prepare feasibility study • Review existing policies • Benchmarking (industry standard) • Effective quality control • Close coordination with the logistics unit • Feed backing • Annual evaluation 	<ul style="list-style-type: none"> • Pres. &GM/BOD • OPGM Staff • Logistics Manager • Warehouse Supervisor
LEARNING	<ul style="list-style-type: none"> • To hire competent personnel and training of incumbent, develop competence of officers and staff • Develop strategic skills • Conduct orientation on the comprehensive and amended systems and policies. • Review HR policies • Culture building • Revisit or enhance implementation of performance evaluation system • Review organizational structure 	<ul style="list-style-type: none"> • Personnel performance rating • No. of attendees on Trainings and seminars • Services, programs/projects implemented • Evaluation of performance conducted • Number of policies created/revised/ amended • Performance Rating 	<ul style="list-style-type: none"> • Enhancement of Performance Rating Systems • Provision of budget for trainings <ul style="list-style-type: none"> - Training Needs Assessment - Design training programs - Attendance to training - Training Effectiveness Evaluation • Others (coaching, mentoring, cross posting, etc) • Attendance to trade fairs • Subscription of marketing materials/magazines • Identification of new business • Conduct feasibility study • Monitoring and evaluation of project/programs 	<ul style="list-style-type: none"> • Pres. & GM/BOD • Fin. & Admin. Head • OPGM Staff • Technical experts

