

MSI STRATEGY MAP

As of January 2016

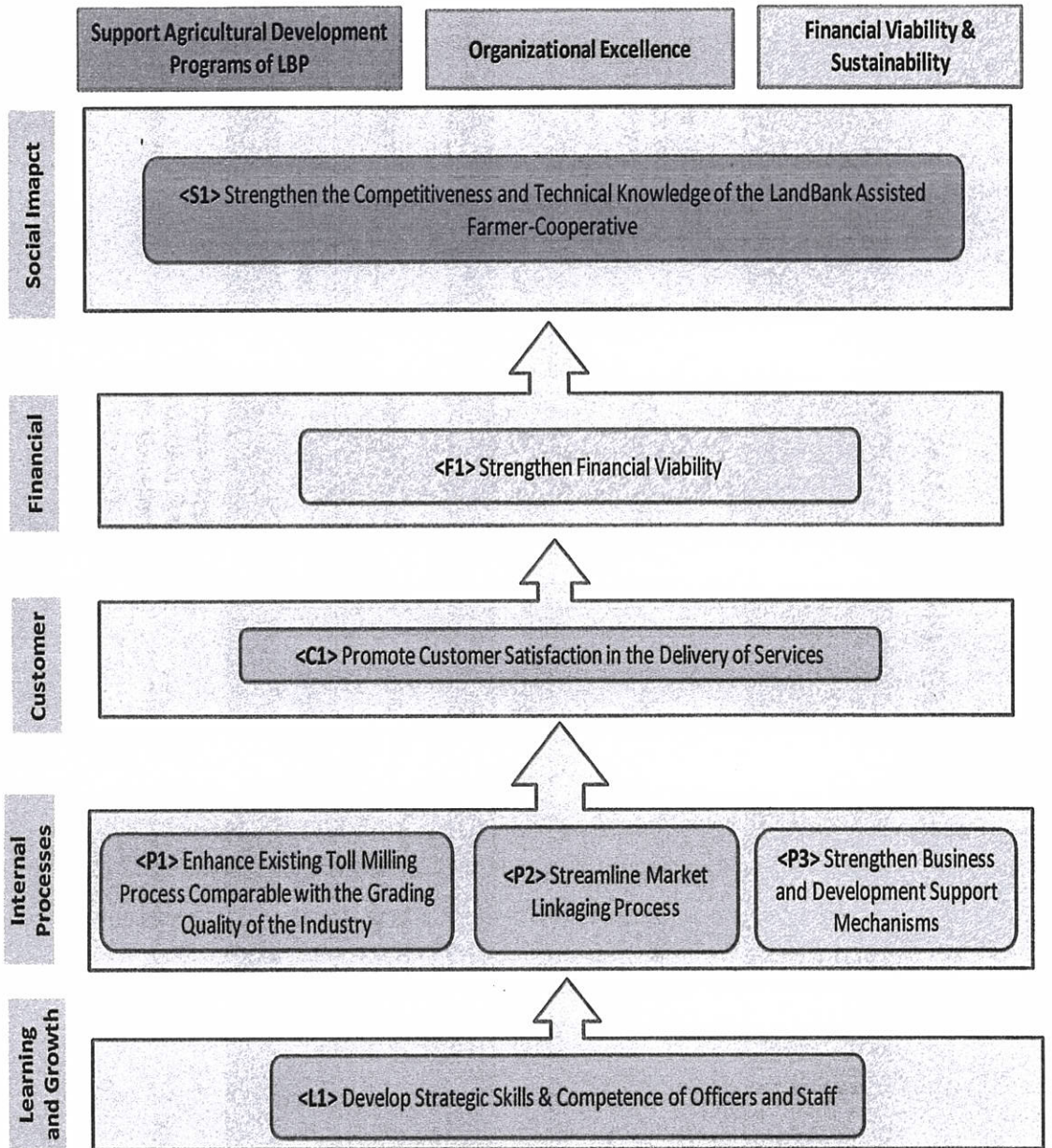
VISION : By 2025, MSI is a prime provider of developmental assistance to farmer cooperatives and organizations towards self-sustainability.

Mission:

MSI will provide agri-related opportunities and services to farmer cooperatives and organizations to help improve their income capacity and exposure to developmental framework to further increase their level of productivity.

Core Values

Excellence
Social Responsibility
Professionalism



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MASAGANANG SAKAHAN, INC.

Component					Baseline	Target		
Objective/Measure			Formula	Weight	Rating System	2014	2015	2016
SOCIAL IMPACT	SO 1	Strengthen the Competitiveness and Technical Knowledge of the LandBank Assisted Farmer-Cooperative						
	SM 1	Total No. of Cooperatives with Improved Quality of Palay that Benefited from the Payment in Kind (PIK) Program	No. of Cooperatives	10%	(Actual / Target) x Weight	15	25	30
		Sub-total		10%				
FINANCIAL	SO 2	Strengthen Financial Viability						
	SM 2	Increase in EBITDA Margin	Absolute Percentage	10%	(Actual / Target) x Weight	5%	8%	14%
		Sub-total		10%				
STAKEHOLDER	SO 3	Promote Customer Satisfaction in the Delivery of Services						
	SM 3	Customer Satisfaction Survey	Average (Mean) Respondent Rating (5= Excellent 1= Poor)	15%	All or Nothing	N/A	Average of 4	Average of 4
	SM 4	Primary Market* Developed	No. of Retailers/End-User Accounts	10%	(Actual / Target) x Weight	31	35	39
	SM 5	Volume of Rice Sold	Volume of Rice (Bags)	10%	(Actual / Target) x Weight	6,578 bags	7,500 bags	9,000 bags
		Sub-total		35%				

Component					Baseline	Target	
Objective/Measure		Formula	Weight	Rating System	2014	2015	2016
INTERNAL PROCESSES	SO 4	Enhance Existing Toll Milling Process Comparable with the Grading Quality of the Industry					
	SM 6	Average Milling Recovery Rate	Absolute Percentage	15%	(Actual / Target) x Weight	63%	63%
	SO 5	Streamline Market Linkaging Process					
	SM 7	On-time Delivery (Lead Time)	Average No. of Days from End of Milling to End of Delivery	10%	(1 - ((Actual-Target)/Target)) x Weight	Not more than 12 days	Not more than 12 days
	SO 6	Strengthen Business and Development Support Mechanisms					
	SM 8	Utilization Rate of Santa Rosa Grain Center	Warehouse utilization per year (cavans)	10%	(Actual / Target) x Weight	109,000 cavans	120,000 cavans
	Sub-total		35%				
LEARNING AND GROWTH	SO 7	Develop Strategic Skills & Competence of Officers and Staff					
	SM 9	Average Competency in the Organization	Based on training needs analysis and number of personnel	10%	All or Nothing	N/A	Develop Competency Framework (together with LandBank)
	Sub-total		10%				Improvement in Baseline in Targeted/ Strategic Competencies
TOTAL			100%				