

PHILIPPINE POSTAL CORPORATION

Component					Baseline Data (If applicable)			Target		
Objective/Measure	Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015		
Social Impact	SO 1	Accessing People to Communications and Information, Delivery of Goods and Merchandise, and Provision of Postal Payments by ICT Infrastructure								
	SM 1	Number of domestic trade products registered at PinoyeMall <i>(Number of domestic trade products information in the e-Commerce website of PHLPost)</i>	Number of domestic trade products = Number of products information at PinoyeMall	10%			NA	NA	NA	200
	SM 2	Increased market share vis-a-vis private postal carriers	Number of business entity clients with service agreement	3%			NA	NA	NA	Establishment of baseline data
	Sub-total > SO 1		13%							
Customers and Stakeholders	SO 2	Continued Postal Presence in the Community								
	SM 3	Increased number of franchised Postal Stations	Number of Postal Stations = Number of operational PHLPost operated plus number of accredited authorized Postal Stations	5%			NA	9	52	132 (80 additional for the year)
	Sub-total > SO 2		5%							
	SO 3	Promote a Customer Centric Postal Service								
SM 4	Customer satisfaction rating	Customer Satisfaction = Number of customers satisfied with PHLPost services	5%				NA	NA	NA	Conduct of third-party customer satisfaction survey

Component					Baseline Data (If applicable)			Target
Objective/Measure	Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015
Customs and Stakeholders S5 International Express post delivery performance for Metro Manila	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative in the committed areas less date received by Office(s) of Exchange) less (day item is received by Office(s) of Exchange, number of days at Bureau of Customs for examination/clearance/taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered in the committed areas within the average delivery period	4%			2 days @ 95%	1.57 days @ 98.15%	1 day @ 100%	24 hours after Customs @ 95% (Metro Manila)

Component					Baseline Data (If applicable)			Target
Objective/Measure	Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015
Customers and Stakeholders	SM 6 International Express post delivery performance of Committed Areas outside Metro Manila	4%			NA	NA	NA	3 days after Customs @ 95% (Outside of Metro Manila)
	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative in the committed areas less date received by Office(s) of Exchange) less (day item is received by Office(s) of Exchange, number of days at Bureau of Customs for examination/clearance/taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered in the committed areas within the average delivery period							

Component					Baseline Data (If applicable)			Target
Objective/Measure	Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015
Customers and Stakeholders	SM 7 Domestic express post delivery performance for Metro Manila	4%			4 days @ 80%	2.48 days @ 80%	2.37 days @ 92.50%	36 hours after posting @ 90% (Metro to Metro)
	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative in the committed areas less date received by designated EMS acceptance postal outlet) less (day item is received by designated EMS delivery postal outlet, flexible day-off (if applicable), Saturdays, Sundays and/or holidays)							
	2. Percentage of sample items delivered = Percentage of sample items delivered in the committed areas within the average delivery period							

Component					Baseline Data (If applicable)			Target
Objective/Measure	Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015
Customers and Stakeholders	SM 8 Domestic express post delivery performance of Committed Areas outside Metro Manila	4%			NA	NA	2.37 days @ 92.50%	3 days @ 95% (Outside of Metro Manila)
	<p>1. Number of days sample items delivered = (Date received by addressee/duly authorized representative in the committed areas less date received by designated EMS acceptance postal outlet) less (day item is received by designated EMS acceptance postal outlet, number of days at Bureau of Customs for examination/clearance/taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays)</p> <p>2. Percentage of sample items delivered = Percentage of sample items delivered in the committed areas within the average delivery period</p>							

Component					Baseline Data (If applicable)			Target
Objective/Measure	Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015
Customers and Stakeholders	SM 9	International parcel post delivery performance	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less date received by Office(s) of Exchange) less (day item is received by Office(s) of Exchange, number of days at Bureau of Customs for examination/clearance/taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period	4%			7 days @ 84.50%	7 days after Customs @ 85%
	SM 10	Domestic Parcel post delivery performance	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less date received by postal outlets) less (day item is received by postal outlet, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period	4%		5 days @ 70%	4.99 days @ 80%	4.57 days @ 80.62%

Component					Baseline Data (If applicable)			Target	
Objective/Measure	Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015	
Customers and Stakeholders	SM 11	International letter post delivery performance	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less date received by Office(s) of Exchange) less (day item is received by Office(s) of Exchange, number of days at Bureau of Customs for examination/clearance/taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period	4%			7 days @ 84.50%	7 days after Customs @ 85%	
	SM 12	Domestic Letter post delivery performance	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less date received by postal outlets) less (day item is received by postal outlet, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period	4%		5 days @ 70%	4.99 days @ 80%	10 days @ 80%	7 days @ 85%
	Sub-total > SO 3		37%						

Component					Baseline Data (If applicable)			Target		
Objective/Measure	Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015		
Financial	SO 4	Institutionalize Sound Fiscal Management Policies								
	SM 13	% Increase of Net Income before tax, including franking privilege reimbursed from National Government	Net Income before taxes = Total revenue less total expenses plus franking privilege reimbursed from National Government and tax	10%			NA (P353,045,506 - audited)	65% (P581,568,755 - audited)	5% (P632,000,000 – preliminary)	6% (P648,122,400)
	SM 14	% Increase in earnings before interest, taxes, depreciation and amortization (EBITDA), including franking privilege reimbursed from National Government	EBITDA = Total revenue less total operating expense plus franking privilege reimbursed from National Government (excluding Interest, Taxes, Depreciation and Amortization)	5%			NA (P431,168,776 - audited)	51% (P652,774,000 - audited)	7% (P696,055,500 – Target)	16% (P767,888,100)
	SM 15	Increase in Postal Service Fees outside of CCT	Postal Service Fees = Postal Money Order fees/charges plus ePost MO fees/charges + Payout fees/charges + Third-party collection service commission + Postal Identification fees/charges + Biometrics Joint Venture revenue	10%			To be provided	To be provided	P200,000,000 (Target)	P300,000,000
	Sub-total > SO 4		25%							

Component					Baseline Data (If applicable)			Target		
Objective/Measure	Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015		
Internal Processes	SO 5	Maintain the integrity of the Postal Service								
	SM 16	ISO quality certification of core processes	Quality certification = Number of ISO-certified processes	5%			NA	1 core process manualized (Domestic Transport Network)	7 core processes manualized (1. Airmail mail exchange 2. Express mail exchange 3. Financial accounting 4. International mail accounting 5. Post Office operations 6. Service Regulations 7. Surface mail exchange)	6 core processes manualized (1. Corporate Planning 2. Human Resource Management and Development 3. Security 4. ICT Systems 5. Marketing Management 6. Property and Supply Management)
	Sub-total > SO 5		5%							
	SO 6	An Efficient Delivery of Communications, Goods and Postal Payment Services								
	SM 17	% Increase of postal outlets with internet connectivity	Number of ICT-connected postal outlets = Number of postal outlets with Internet connectivity	4%			3% (49)	7% (99)	24% (326)	30% of total outlets
	Sub-total > SO 6		4%							

		Component				Baseline Data (If applicable)			Target	
Objective/Measure		Formula	Weight	Rating System ^{a/}	Data Provider	2012	2013	2014	2015	
Internal Processes	SO 7	Bridge the Digital Divide in Postal Service								
	SM 18	Number of postal outlets with Point of Sales (POS) systems	Number of postal outlets with Point of Sales (POS) systems	3%			NA	NA	NA	Development and testing of POS systems for postal outlets
	Sub-total > SO 7			3%						
Learning and Growth	SO 8	Enhance Employee Productivity and Effectiveness								
	SM 19	Competency Framework	Approval by the GCG of Competency Framework	3%			NA	NA	NA	Development of Competency Framework in accordance with policies prescribed by the GCG
	SM 20	Number of frontline and operations-related trainings conducted	Number of batches per frontline training conducted = Number of batches per training for (Postmasters plus Letter Carriers plus Postal Tellers plus Driver-Couriers)	5%			4 frontline positions @ 57 batches	5 frontline positions @ 24 batches	6 frontline positions @ 36 batches	
	Sub-total > SO 8			8%						
TOTAL			100%							

CESAR N. SARINO
Chairman, Board of Director

MA. JOSEFINA M. DELA CRUZ
Postmaster General and CEO / Vice Chairman, Board of Director

HON. FELIPE A. HIDALGO, JR.
Member, Board of Directors

HON. JOEL L. OTARRA
Member, Board of Directors

HON. RONALDO S. TUAZON
Member, Board of Directors

HON. RENATO R. SANTICO
Member, Board of Directors

MAMA S. LALANTO, al Haj
Member, Board of Directors

Strategic Initiatives Profile (Annex B)

PHILIPPINE POSTAL CORPORATION

STRATEGIC INITIATIVES PROFILE

Commented [PP1]: In a separate sheet

Strategic Initiative 1

INCREASE MARKET SIGNIFICANCE AND IMPROVE BRAND EQUITY

1. Name of Project : **INTEGRATED MARKETING PROGRAM**
2. Contact Person / Project Team Head : **ASSISTANT POSTMASTER GENERAL FOR MARKETING AND MANAGEMENT SUPPORT SERVICES**
3. Project Description : **Various activities enhancing marketability of existing products, promote brand awareness and improve corporate image. New products are developed.**

4. Project Milestones:

Activities	Timeline		Budget (In thousand Philippine pesos)	Funding Source	Status
	Start	End			
A. Research and Development Sub-Program					
a. Conduct of market research	2014	2016	8,000.00	Corporate fund	
B. Mail Services Marketing Sub-Program					
a. Return service – Post payment of items returned after delivery	2014	2016	3,500.00	Corporate fund	
C. Postal Payment Services Marketing Sub-Program					
a. Electronic Postal Money Order Service	2012	2016	82,000.00	Corporate fund	Testing as of Jun 2014
b. Payout services	2012	2016	1,500.00	Corporate fund	
c. Bayad Center expansion	2012	2016	2,000.00	Corporate fund	
d. Lotto outlet at Post Offices	2013	2016	2,000.00	Corporate fund	Study completed in 1Q 2014
e. Insurance service	2013	2016	35,000.00	Corporate fund	Study completed in 2013
f. Third party Collection services <ul style="list-style-type: none"> • Bills payment system owned 	2014	2016	6,500.00	Corporate fund	
D. Retail Services Marketing Sub-Program					
a. Postal Identification Card migration	4Q 2012	2Q 2015			Awaiting contract signing with joint-venture private partner
b. Mobile Postal outlets	2014	2016	13.50	Corporate fund	

Activities	Timeline		Budget (In thousand Philippine pesos)	Funding Source	Status
	Start	End			
c. Postal Stations Expansion	2013	2016	23.60	Corporate fund	Proposal for LGU-operated Postal Stations forwarded to Department of Interior and Local Government in May 2014
E. Advertising, Promotions and Public Relations Sub-Program					
a. Customers' Valuable Output for Innovation and Customer Service Excellence	2014	2016	1,310.00	Corporate fund	
F. Customer Service Sub-Program					
a. Implementation of Customer Service Management System • Establishment of Customer Call Center	2012	2016	15,000.00	Corporate fund	
b. Conduct of Customer Satisfaction Survey	2012	2016			
Total			163,467.10		

5. Measures Affected:

- MFO 1 – Mail Services
 - Number of franchised postal outlets
 - Profit before taxes, including franking subsidy
 - Earnings before interest, taxes, depreciation and amortization
 - Customer satisfaction
- MFO 2 – Postal Payment Services
 - Postal Payment Services revenue
- Sector Outcome Indicators
 - Postal outlets with ICT infrastructure

Strategic Initiative 2
ENHANCE QUALITY AND EFFICIENCY OF MAIL OPERATIONS

1. Name of Project : **OPERATIONS IMPROVEMENT PROGRAM**
2. Contact Person / Project Team Head : **ASSISTANT POSTMASTER GENERAL FOR OPERATIONS**
3. Project Description : **Various operational improvement activities of PHLPost to ensure that delivery services performance targets are fulfilled and meet. Realistic delivery performance standards are established, validated and measured following national and global standards.**

4. Project Milestones:

Activities	Timeline		Budget (In thousand Philippine pesos)	Funding Source	Status
	Start	End			
A. Quality of Service Enhancement Sub-Program					
a. Crafting of Mail Services regulations, procedures and standards: <ul style="list-style-type: none"> • Acceptance • Delivery • Processing • Dispatching • Transport 	2010	4Q 2016	100.00	Corporate fund	<ul style="list-style-type: none"> • Handbook on the following drafted in 2010: <ul style="list-style-type: none"> - Domestic regulations - International regulations - Offices of Exchange - Mail network regulations • Manual on Mail Network approved in 2013
b. Amendment of the Customs – Postal agreement	2010	1Q 2016	To be provided later	Corporate fund	Final negotiation of the draft amendment as of Jun 2014
c. Installation of International Postal System at Surface Mail Exchange Department	3Q 2014	1Q 2016	500.00	Corporate fund	
d. Mechanization of processing	Test by end of 4Q 2014	2015	200,000.00	Alternative source of funding	
e. Conduct of Mail Delivery and Efficiency Audit	End of 4Q 2014	2016	13,500.00	Corporate fund	Procurement of audit services on going as of Jun 2014
B. Express Mail Development Sub-Program					
a. Participation in the IEMS Pay-for-Performance Plan, EMS Cooperative	3Q 2008	2016	1,050.00	Corporate fund	<ul style="list-style-type: none"> • Delivery standard for inbound IEMS items for revalidation • Procedures of the delivery information transmission for further improvement • Prospective PFP partner has to be determined and negotiation channel(s) established • Transmission time from posting to dispatch to destination country (leg 1) and transport to destination country (leg 2) to be established and validated

Activities	Timeline		Budget (In thousand Philippine pesos)	Funding Source	Status
	Start	End			
b. Expansion of Express Mail Service committed delivery areas <ul style="list-style-type: none"> Rationalization Validation 	2014	2016	1,500.00	Corporate fund	Delivery standards for inbound International EMS validated by EMS Cooperative in 2011
c. Establishment of EMS delivery hubs	2014	2016	67,200.00	Corporate fund	
C. Letter Post Development Sub-Program					
a. Registered Articles Quality Enhancement Project <ul style="list-style-type: none"> Capture of International Recorded Letter post item events C, D and E at Surface Mail Exchange Department Computerization of International Letter post surface airlifted dispatches 	3Q 2011	1Q 2016	600.00	Corporate fund	Institutionalized procedures in the capture of item events at OEs in 2011
b. Capture of item events information for Ordinary Small Packets <ul style="list-style-type: none"> Adoption of item identifier for Registered Letter post Capture of item events for Registered Letter Post during processing at Sub/Mail Distribution Centers and OEs Capture of delivery information 	1Q 2014	1Q 2016	1,800.00	Corporate fund	
c. Computerization of Domestic Registered Letter post processing <ul style="list-style-type: none"> Adoption of item identifier for Registered Letter post Capture of item events for Registered Letter Post during processing at Sub/Mail Distribution Centers and OEs Capture of delivery information 	2Q 2014	2016	1,800.00	Corporate fund	
Total			288,050.00		

5. Measures Affected:

- MFO 1 – Mail Services
 - International express post delivery performance
 - Domestic express post delivery performance
 - International non-express post delivery performance
 - Domestic express post delivery performance
 - Customer satisfaction

- General Administration and Support
 - Core processes manualized

Strategic Initiative 3
INCREASE USE OF INFORMATION COMMUNICATIONS TECHNOLOGY IN CORPORATE PROCESSES

1. Name of Project : **INFORMATION COMMUNICATIONS TECHNOLOGY DEVELOPMENT PROGRAM**
2. Contact Person / Project Team Head : **MANAGER, MANAGEMENT INFORMATION SYSTEM DEPARTMENT**
3. Project Description : **Development, installation and maintenance of the corporate ICT infrastructure**

4. Project Milestones:

Activities	Timeline		Budget (In thousand Philippine pesos)	Funding Source	Status
	Start	End			
A. ICT Framework Sub-Program					
a. Update of the Information Systems Strategic Plan	2014				
B. Network Administration and Security Sub-Program					
a. Interconnectivity of postal outlets	2012	2016			Two hundred thirty eight (238) postal outlets with Internet connection as of Jun 2014
b. Installation of enterprise anti-virus software	2014	2Q 2015	2,000.00	Corporate fund	
c. Installation of network security/virtual portal network access	2014		3,000.00	Corporate fund	
C. Information Systems Development and Deployment Sub-Program					
a. Financial Management Information System	4Q 2011	3Q 2014	200.00	Corporate fund	FMIS operational at CO and Postal Areas as of Jun 2014
b. Electronic Business Mail System	2011	2016	5,000.00	Corporate fund	
c. Customs Systems <ul style="list-style-type: none"> • Customs Declaration System • Domestic Customs Clearance System 	2Q 2012	2Q 2015	1,000.00	Corporate fund	<ul style="list-style-type: none"> • Cooperating with Postal Technology Center, Universal Postal Union in testing of CDS since 2012 • Awaiting the operational roll-out of CDS

Activities	Timeline		Budget (In thousand Philippine pesos)	Funding Source	Status
	Start	End			
d. Electronic Post Money Order System	2012	2016	15,000.00	Corporate fund	Training on-going
e. Funds Management System	2013	2015	15,000.00	Corporate fund	
f. Mobile Verification System <ul style="list-style-type: none"> • Senior Citizen Indigent Program payout services • Capture of delivery information 	2013	1Q 2015	7,700.00	Corporate fund	Acquisition of MVS completed
g. e-Commerce System	2013	2014	1,000.00	Corporate fund	
h. Web-based Human Resource Information System <ul style="list-style-type: none"> • Personnel information viewing and updating 	1Q 2014	3Q 2014			
i. Web-based Document Tracking System	3Q 2014	2Q 2014	450.00	Corporate fund	
j. Inventory and Property Management System	2014	2015	1,000.00	Corporate fund	
k. IPS migration	2014	1Q 2015	2,000.00	Corporate fund	
l. Timekeeping and Monitoring System	2014	2016	10,000.00	Corporate fund	
m. Billing and Collection System	2014	2015			
n. Cases Management System	2014	1Q 2015	450.00	Corporate fund	
o. AutoCAD solution	2014	2014	1,000.00	Corporate fund	
p. Statistical Management Information System	2015	1Q 2016	450.00	Corporate fund	
Total			50,250.00		

5. Measures Affected:

- MFO 1 – Mail Services
 - International express post delivery performance
 - Domestic express post delivery performance
 - International non-express post delivery performance
 - Domestic express post delivery performance
 - Customer satisfaction
- MFO 2 – Postal Payment Services
 - Postal payment services revenue
- General Administration and Support
 - Core processes manualized
 - Collection Efficiency

- Sector Outcome Indicators
 - Postal outlets with ICT infrastructure

Strategic Initiative 4
ENSURES SAFETY AND SECURITY OF POSTAL TRANSACTIONS

1. Name of Project : **POSTAL SAFETY AND SECURITY PROGRAM**
2. Contact Person / Project Team Head : **MANAGER, INSPECTORATE DEPARTMENT**
3. Project Description : **Activities that improve integrity and security of postal transactions and processes**

4. Project Milestones:

Activities	Timeline		Budget (In thousand Philippine pesos)	Funding Source	Status
	Start	End			
A. Security Standardization Sub-Program					
a. Crafting of Postal Security Manual	2014		50.00	Corporate fund	
B. Safety and Security of Postal Facilities Sub-Program					
a. Safety and security of postal facilities <ul style="list-style-type: none"> • Installation of close circuit television system • Installation of global positioning system devices in transport and delivery vehicles • Installation of door access system • Installation of x-ray machine(s) at OEs, MDCs and/or SDCs 	2012	2016	22,924.50	Corporate fund	<ul style="list-style-type: none"> • CCTV at Central Mail Exchange Center updated in 2013 • GPS installed selected transport vehicles of Express Mail Exchange Department in 2012 • Two (2) x-ray machines installed at CMEC in 2013
Total			22,974.50		

5. Measures Affected:

- MFO 1 – Mail Services
 - International express post delivery performance
 - Domestic express post delivery performance
 - International non-express post delivery performance
 - Domestic express post delivery performance
 - Customer satisfaction
- General Administration and Support
 - Core processes manualized

Strategic Initiative 5

ENSURE EFFICIENT AND EFFECTIVE MANAGEMENT OF FINANCIAL RESOURCES

1. Name of Project : **FINANCIAL MANAGEMENT PROGRAM**
2. Contact Person / Project Team Head : **ASSISTANT POSTMASTER GENERAL FOR ADMINISTRATION AND FINANCE**
3. Project Description : **Activities that enable the continued financial transformation**

4. Project Milestones:

Activities	Timeline		Budget (In thousand Philippine pesos)	Funding Source	Status
	Start	End			
A. Financial Management Sub-Program					
a. Crafting of Fiscal Management Manual	2014	2014	125.00	Corporate fund	
b. Crafting of Pricing Manual	2014	2014	25.00	Corporate fund	
c. Formulate policies on Accounts Receivable collection	2014	2016			
B. Accounting and Financial Reporting Sub-Program					
a. Crafting of Corporate Financial Reporting Manual	2014	2014	300.00	Corporate fund	
b. Billing and Collection Management Plan	2014	2015	1,600.00	Corporate fund	
Total			2,050.00		

5. Measures Affected:

- MFO 1 – Mail Services
 - Profit before taxes, including franking subsidy
 - Earnings before interest, taxes, depreciation and amortization
- MFO 2 – Postal Payment Services
 - Postal Payment Services revenue
- General Administration and Support
 - Core processes manualized
 - Collection efficiency

Strategic Initiative 6

ENHANCE ADAPTABILITY OF THE ORGANIZATION TO CHANGE

1. Name of Project : **CORPORATE PERFORMANCE MONITORING PROGRAM**
2. Contact Person / Project Team Head : **MANAGER, CORPORATE PLANNING DEPARTMENT**
3. Project Description : **Activities that monitors and enhance the performance of the organization.**

4. Project Milestones:

Activities	Timeline		Budget (In thousand Philippine pesos)	Funding Source	Status
	Start	End			
A. QUALITY MANAGEMENT SYSTEMS STANDARDS SUB-PROGRAM					
a. Drafting of the Quality Management Systems Standards plan	4Q 2014				
b. Crafting of the QMSS Manual	2015		100.00	Corporate fund	
c. Business activities/process mapping	2015	2016	1,070.00	Corporate fund	
d. Crafting of Quality Manual(s)	2016	2017			
e. Quality certification	2016	2017	2,000.00	Corporate fund	
Total			3,170.00		

5. Measures Affected:

- MFO 1 – Mail Services
 - International express post delivery performance
 - Domestic express post delivery performance
 - International non-express post delivery performance
 - Domestic express post delivery performance
 - Customer satisfaction
- General Administration and Support
 - Core processes manualized

Component			Baseline	2015											
Objective/Measure	Formula	Weight	2014	Full Year Target	1 st Quarter		2 nd Quarter		Revised Full Year Target	3 rd Quarter		4 th Quarter			
					Target	Actual	Target	Actual		Target	Actual	Target	Actual		
Customers and Stakeholders	SO 2	Continued Postal Presence in the Community													
	SM 3	Increased number of franchised Postal Stations	Number of Postal Stations = Number of operational PHLPPost operated plus number of accredited authorized Postal Stations	5%	52	132 (80 additional for the year)	72		92			112		132	
	Sub-total > SO 2		5%												
	SO 3	Promote a Customer Centric Postal Service													
	SM 4	Customer satisfaction rating	Customer Satisfaction = Number of customers satisfied with PHLPPost services	5%	NA	Conduct of third-party customer satisfaction survey	NA		NA			NA		Conduct of third-party customer satisfaction survey	

Component			Baseline	2015										
Objective/Measure	Formula	Weight	2014	Full Year Target	1 st Quarter		2 nd Quarter		Revised Full Year Target	3 rd Quarter		4 th Quarter		
					Target	Actual	Target	Actual		Target	Actual	Target	Actual	
Customers and Stakeholders	SM 6	International Express post delivery performance of Committed Areas outside Metro Manila	4%	NA	3 days after Customs @ 95% (Outside of Metro Manila)	3 days after Customs @ 90% (Outside of Metro Manila)	3 days after Customs @ 90% (Outside of Metro Manila)			3 days after Customs @ 95% (Outside of Metro Manila)		3 days after Customs @ 95% (Outside of Metro Manila)		
														1. Number of days sample items delivered = (Date received by addressee/duly authorized representative in the committed areas less (date received by Office(s) of Exchange, number of days at Bureau of Customs for examination/ clearance/ taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays)

Component			Baseline	2015										
Objective/Measure	Formula	Weight	2014	Full Year Target	1 st Quarter		2 nd Quarter		Revised Full Year Target	3 rd Quarter		4 th Quarter		
					Target	Actual	Target	Actual		Target	Actual	Target	Actual	
Customers and Stakeholders	SM 7	Domestic express post delivery performance for Metro Manila	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative in the committed areas less date received by designated EMS acceptance postal outlet) less (day item is received by designated EMS delivery postal outlet, flexible day-off (if applicable), Saturdays, Sundays and/or holidays)	4%	2.37 days @ 92.50%	36 hours after posting @ 90% (Metro to Metro)	48 hours after posting @ 90% (Metro to Metro)	48 hours after posting @ 90% (Metro to Metro)			36 hours after posting @ 90% (Metro to Metro)	36 hours after posting @ 90% (Metro to Metro)		

Component			Baseline	2015										
Objective/Measure	Formula	Weight	2014	Full Year Target	1 st Quarter		2 nd Quarter		Revised Full Year Target	3 rd Quarter		4 th Quarter		
					Target	Actual	Target	Actual		Target	Actual	Target	Actual	
Customers and Stakeholders	SM 8	Domestic express post delivery performance of Committed Areas outside Metro Manila	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative in the committed areas less date received by designated EMS acceptance postal outlet) less (day item is received by designated EMS delivery postal outlet, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered in the committed areas within the average delivery period	4%	2.37 days @ 92.50%	3 days @ 90% (Outside of Metro Manila)	3 days @ 90% (Outside of Metro Manila)				3 days @ 95% (Outside of Metro Manila)	3 days @ 95% (Outside of Metro Manila)		

Component			Baseline	2015										
Objective/Measure	Formula	Weight	2014	Full Year Target	1 st Quarter		2 nd Quarter		Revised Full Year Target	3 rd Quarter		4 th Quarter		
					Target	Actual	Target	Actual		Target	Actual	Target	Actual	
Customers and Stakeholders	SM 9	International parcel post delivery performance	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less (date received by Office(s) of Exchange, number of days at Bureau of Customs for examination/ clearance/ taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period	4%	7 days @ 84.50%	7 day after Customs @ 80%					7 day after Customs @ 85%	7 day after Customs @ 85%		

Component			Baseline	2015												
Objective/Measure	Formula	Weight	2014	Full Year Target	1 st Quarter		2 nd Quarter		Revised Full Year Target	3 rd Quarter		4 th Quarter				
					Target	Actual	Target	Actual		Target	Actual	Target	Actual			
Customers and Stakeholders	SM 10	Domestic Parcel post delivery performance	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less date received by acceptance postal outlet) less (day item is received by delivery postal outlet, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period	4%	4.57 days @ 80.62%	7 days @ 85%	7 days @ 80%			7 days @ 80%			7 days @ 85%		7 days @ 85%	

Component			Baseline	2015										
Objective/Measure	Formula	Weight	2014	Full Year Target	1 st Quarter		2 nd Quarter		Revised Full Year Target	3 rd Quarter		4 th Quarter		
					Target	Actual	Target	Actual		Target	Actual	Target	Actual	
Customers and Stakeholders	SM 11	International letter post delivery performance	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less (date received by Office(s) of Exchange, number of days at Bureau of Customs for examination/clearance/taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period	4%	7 days @ 84.50%	7 days after Customs @ 85%	7 days after Customs @ 80%	7 days after Customs @ 80%			7 days after Customs @ 85%		7 days after Customs @ 85%	

Component			Baseline	2015												
Objective/Measure	Formula	Weight	2014	Full Year Target	1 st Quarter		2 nd Quarter		Revised Full Year Target	3 rd Quarter		4 th Quarter				
					Target	Actual	Target	Actual		Target	Actual	Target	Actual			
Customers and Stakeholders	SM 12	Domestic Letter post delivery performance	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less date received by acceptance postal outlet) less (day item is received by delivery postal outlet, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period	4%	4.57 days @ 80.62%	7 days @ 85%	7 days @ 80%			7 days @ 80%			7 days @ 85%			7 days @ 85%
	Sub-total > SO 3		37%													
Financial	SO 4	Institutionalize Sound Fiscal Management Policies														
	SM 13	% Increase of Net Income before tax, including franking privilege reimbursed from National Government	Net Income before taxes = Total revenue less total expenses plus franking privilege reimbursed from National Government and tax	10%	5% (P632M – preliminary)	6% (P648M)	P86.78M			P474.56M			P561.34M			6% (P648M)

Component			Baseline	2015									
Objective/Measure	Formula	Weight	2014	Full Year Target	1 st Quarter		2 nd Quarter		Revised Full Year Target	3 rd Quarter		4 th Quarter	
					Target	Actual	Target	Actual		Target	Actual	Target	Actual
TOTAL		100%											

CESAR N. SARINO
Chairman, Board of Director

MA. JOSEFINA M. DELA CRUZ
Postmaster General and CEO / Vice Chairman, Board of Director

HON. FELIPE A. HIDALGO, JR.
Member, Board of Directors

HON. JOEL L. OTARRA
Member, Board of Directors

HON. RONALDO S. TUAZON
Member, Board of Directors

HON. RENATO R. SANTICO
Member, Board of Directors

MAMA S. LALANTO, al Haj
Member, Board of Directors