

DUTY FREE PHILIPPINES CORPORATION
MONITORING REPORT OF PERFORMANCE TARGETS 2015


	Objective	Description	Formula	Baseline	2015							
					1 st Quarter		2 nd Quarter		3 rd Quarter		4 th Quarter (Full Year)	
					2014	Target	Actual	Target	Actual	Target	Actual	Target
FINANCIAL	SO 1: Grow Revenues	SM 1: Amount of Sales	Absolute Amount	\$229.4M	\$55M	\$52M	\$58M		\$53M		\$75M Total: \$242M	
	SO 2: Self Sustaining Financial Viability	SM 2: EBITDA (Earnings before Interest, Taxes, Depreciation & Amortization)	Absolute Amount	P263M	P63.7M	P64.9M	P78M		P49M		P180M Total: P371M	
STAKEHOLDER	SO 3: Improved Customer Shopping Experience	SM 3: Customer Satisfaction Rating (Overall-Int'l Travelers)	Customer Satisfaction Survey	88%							85%	
		SM 4: Customers Satisfaction Rating (Balikbayans/OFWS)	Customer Satisfaction Survey	92%							78%	
		SM 5: Total Customer Count	Absolute Number	1,659,718	473,980	404,660	455,730		419,290		1,822,980	
INTERNAL PROCESS	SO 4: Efficient Customer Management	SM 6: Percentage of Resolved Customer Concerns	Number of Customer Concerns Resolved Over Total Number of Customer Concerns Received	100% (1,113 over 1,113)		49 over 50 (1 pending)					100%	
		SM 7: Customer Satisfaction on Payment Transaction	Customer Satisfaction Survey	92%							93%	
	SO 5: Increase Presence of DFPC	SM 8: Percentage of International Airports with DFP Shops/Outlets (Provided that the international airport has international flights & available retail area sufficient for duty free operations, an outlet shall be opened 6 months from the execution of the contract) and TEZ-designated areas viable for duty free store operations	Number of international airports & TEZ designated areas with DFP shops/outlets over total number of international airports and TEZ designated areas	100%							100%	

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LEARNING & GROWTH	SO 6: Competent Human Resources	SM 9: Ratio of Employees Scheduled for Training versus Actual Attendance	Employee attendance in training over total scheduled employee participant	90%	82 (100%)	82 (100%)					90%	
	SO 7: Effective Utilization of Information & Communication Technologies	SM 10: Percentage of User Accessing & Using ICT Tools	Number of active users over total number of users	46.76%	75%	81.75%					75%	
		SM 11: Achieve and Maintain ISO 9001:2008 Certification Quality Management System		ISO Certification							ISO Certification – All Sites All Processes	

Certified Correct:


Rufino G. Parfan
 Finance Division Manager

Approved by:


LORENZO C. FORMOSO
 Chief Operating Officer