**EMBASSY PHARMACEUTICAL & CHEMICALS LTD**

**41, ADEMOLA ST, IKOYI, LAGOS**

**KPI REPORT TEMPLATE – ETHICAL/NEUTRICEUTICAL REPS**

**Name of Rep: PHARM. ARABAMBI BABATUNDE**

**Territory/Division: NEUTRACEUTICALS**

**Month of Report: AUGUST, 2025**

**Name of Manager: MRS RITA AKINBOADE**

1. **SALES PERFORMACE SUMMARY**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year Target | Monthly Team’s Target | Monthly Achievement | % Sales Achieved  (100%) | % KPI Sales Achieved (60%) |
| 90M | 7.5M | #3,321,050 | 44.3% | 27% |

1. **INSTIUTIONAL BUSINESS**

|  |  |  |  |
| --- | --- | --- | --- |
| (i)Minimum number of Inst. Business (5) | (ii)KPI point per Inst. Business (2) | (iii)No of Inst. Bus. Achieved | (v)% KPI Inst. Bus. Point  (iii) x (ii) i.e. 2 |
| 2 | 0 | 0 | 0 |

**DETAILS OF INSTITUTIONAL BUSINESS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SN | NAMES OF INSTITUTIONS | ADDRESS | CONTACT PERSON/PHONE NUMBER | VALUE OF BUSINESS |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

1. **C.M.E/P. R MEETINGS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Target CME/PR  (2) | No of PR Performed | No of Participant | % Achievement (100%) | % KPI CME/PR MEETINGS (10) |
| 2 | 0 | 5-10 | 100% | 0 |

NOTE:

FOR CME

1. Departmental fee – #30,000 (maximum pre-approved limit)
2. Refreshment - #4000 per head
3. For maximum of 30 participants (tertiary institutions)

FOR PR MEETINGS

1. For maximum of 7 participants - #7,000 per person
2. For between 6 to 10 participants - #3,500 per person

All request for CME/PR meetings must come from the line manager to the NSM in copy of the PM. PRE-APPROVAL IS MANDATORY BEFORE ANY MEETING IS HELD.

DETAILS

|  |  |  |  |
| --- | --- | --- | --- |
| Names of Institution | Product Presented | Attendance | Comment |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. **PRODUCT PERFORMANCE SUMMARY**

|  |  |  |
| --- | --- | --- |
| Total Number of Core Products | Total Target Points | Total Points Achieved |
| 13 | 10 | 6.5 |

1. **DAILY REPORTING SUMMARY – ETHICAL/NUTRACEUTICALS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Dr Calls per month  150  (i) | KOL calls per month  50  (ii) | Rx calls per month  200  (iii) | Total Calls Per Month  400  (iv) | % Achieved  (i+ii+iii)/400x100  (v) | KPI Daily Report(10)  (v) x 0.1 |
| 100 | 50 | 180 | 330 | 82.5 | 8.3 |

NOTE: PHARMACY CALL MUST BE MADE STRICTLY TO PRESCRIBING PHARMACISTS WHILE NO LIMITS TO NUMBER FOR PHARMACY OUTLETS FOR SALES CALLS

NO NON-PHARMACIST NAMES SHOULD FEATURE ON DAILY REPORTS

1. **SUMMARY**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sales Performance  (60%) | Institutional Business  (10%) | C.M.E/P. R  (10%) | Reporting  (10%) | Product  Performance  (10%) | Total  (100%) |
| 27% | 0 | 0% | 8.3% | 6.5% | 42% |

REMARKS: The summary of my KPI is not encouraging but I will see to it to improve on the necessary areas by getting familiar with the institutions with credible credit facilities and be persistent in my visit to other hospitals so as to generate more prescriptions. Hopefully, these will reflect in better KPI.