

Employee Name : Khushroo ForbesManager's Name : Khushroo Forbes  
Goalsheet Approval Date : 25-Nov-2016

**KRA Category : Customer**  
**KRA Weightage : 15 \_**

Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
1 JO Value	Text			< 5.07crs	5.14crs	7.05crs	7.79crs	9.55crs <
2 Doy Care Value	Text			< 2.93 crs	2.97 crs	4.08 crs	4.50 crs	5.52 crs <
3 Bacter Shield Value	Text			< 1.74 crs	1.77 crs	2.43 crs	2.68 crs	3.29 crs <
4 Doy Value	Text			< .80 crs	0.81 crs	1.10 crs	1.22 crs	1.49 crs <

**KRA Category : People**  
**KRA Weightage : 15 \_**

Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
1. Identification of candidates and potential gap analysis for succession planning	Date			28/Feb/2017	31/Jan/2017	31/Jan/2017	31/Dec/2016	30/Nov/2014
2. AP entry strategy	Date			28/Feb/2017	31/Jan/2017	31/Dec/2016	30/Nov/2016	31/Oct/2016

**KRA Category : Business**  
**KRA Weightage : 15 \_**

Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
1 Institutional business directional plan presentation along with resource requirement for 2 crs	Text			Dec 2016	Nov 2016	Oct 2016	Sep 2016	Jul 2016
2. Launching a profitable distribution business with a 3rd party brand such as Cricket	Text			Not Available	Not Available	Mar 2017	Feb 2017	Jan 2017

KRA Category : Process  
KRA Weightage : 15 \_

Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
1. Increase SKUs with NC of > 20% Pack Mix target % 47%	Text			46%	47%	49%	50%	51%
2. Make 1 SKU profitable at any chain	Text			None	None	Mar 2017	Feb 2017	Jan 2017

KRA Category : Business  
KRA Weightage : 40 \_

Key Performance Indicator (KPI) description	Unit	KPI Weightage	Value	(1) Unsatisfactory Performance	(2) Needs Improvement	(3) Good Solid Performance	(4) Superior Performance	(5) Outstanding Performance
JO Value crs	Text			< 116.47	118.6	161.8	179	219 <
Doy Care Value	Text			< 17.94	18.2	24.96	27.56	33.8 <
Bacter Shield crs	Text			< 8.28	84	11.52	12.7	15.6 <
Doy Value crs	Text			< 4.48	4.55	6.24	6.89	8.45 <
Surgi Aid Value crs	Text			< 0.21	0.21	0.29	0.31	0.39 <