

KRA Category : Customer  
KRA Weightage : 20 \_

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
RIVEIVING OLD CUSTOMERS	Text			3	4	10	15	20
developing new customers	Text			2	3	4	5	6

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
ACHIEVENING SALES TARGET OF 15000 MT FOR GLYCERINE	Text			8000 MT	10000 MT	15000 MT	15900 MT	19500 MT

KRA Category : People  
KRA Weightage : 20 \_

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
ATTENDING TRAINING	Text			1	2	3	4	5

KRA Category : Process  
KRA Weightage : 20 \_

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
REDUCING AVERAGE DEBTORS OVERDUE DAYS	Text			5 DAYS	10 DAYS	15 DAYS	20 DAYS	25 DAYS