

	Component				Baseline			Target		
	Objective/Measure	Formula	Weight	Rating System	2012	2013	2014	2015	2016	
Social Impact	SO 1 Generate Investment and Foreign Exchange									
	SM 1	Annual Foreign Currency Generated from Visa Deposit	Gross Visa Deposit – Visa Deposit of Cancelled Membership	5%	Actual / Target x Weight	\$22.770 Million	\$28.486 Million	\$38.81 Million	\$38.25 Million	\$50 Million
	SM 2	Establish a System that will Monitor the Actual Expenditures of Retirees (spend on conversion, household, services medical, etc.)		5%	All or Nothing	n/a	n/a	n/a	Management-approved Monitoring System	Establish Baseline
	Sub-total			10%						
Stakeholder	SO 2 Retirees with Excellent PRetA Experience									
	SM 3	Customer Satisfaction Rating		5%	Below Satisfactory = 0%	n/a	n/a	n/a	Satisfactory or its Equivalent Percentage	Satisfactory or its Equivalent Percentage
	SO 3 Improve Customer Loyalty									
	SM 4	Retention Rate for the Year	[1-(Withdrawal at the end of rating period / Net Enrollment Beginning Balance)] x 100%	10%	<95% - Poor = 0% 95-96.9 – Good = 5% 97 and above – Excellent 10%	95.95%	95.99%	96.00%	≥97%	≥97%
Stakeholder	SO 4 Increase Total Enrollees									
	SM 5	Net Enrollment for the Year	Net Enrollment at the End of Rating Period	15%	Actual / Target x Weight	2,573	3,076	3,956	4,250	5,100
	SO 5 Increase Number and Productivity of Industry Partners									
	SM 6	Number of Principal Retirees enrolled by Marketers at the end of the rating period	Absolute Number	5%	Actual / Target x Weight	1,409	1,614	2,209	2,000	2,500
Sub-total			35%							
Financial	SO 6 Maintain Financial Viability									
	SM 7	Revenue Generated	Absolute Amount	10%	Actual / Target x Weight	₱346.23 Million	₱413.42 Million	₱525.36 Million	₱588.32 Million	₱660.73 Million
	SO 7 Maximize Revenues									
SM 8	Net Operating Income	Revenues + Interest Income from Visa Deposit – Operating Expenses	10%	Actual / Target x Weight	₱218 Million	₱280.05 Million	₱356.77 Million	₱373.58 Million	₱414.41 Million	
Sub-total			20%							
Internal Process	SO 8 Intensify Marketing and Promotion Campaign									
	SM 9	Percentage of Marketing and Promotion Activities Conducted based on the Board Approved Marketing Plan	Marketing and Promotion Activities Conducted/ Total Marketing and Promotion Activities Programmed for the Year	5%	Actual / Target x Weight	n/a	n/a	n/a	95% (Marketing Plan based on PPMP)	95% realization of targets set in the marketing plan
	SO 9 Improved Marketing Process									
	SM 10	Percentage Increase in the number of Walk in Principal Member with Approved Applications	(Current year actual – Prior year actual) / Prior Year Actual x 100	5%	Actual / Target x Weight	-9.09%	24.13%	6.67%	10%	16%
	SO 10 Improved After-Enrollment Services									
	SM 11	Number of Retirees availing of Post-enrollment Services	Absolute Amount	5%	Actual / Target x Weight	9,240	11,069	13,960	16,592 (ID Renewal & Re-stamping)	90% of requests with complete documents are processed
SM 12	Number of New Services/ Programs/Activities Introduced/Launched	Actual Amount	5%	Actual / Target x Weight	2	2	2	2	for replacement in 2016	
	Average Number of Post Enrollment Services availed of per Retiree	Average Number of Post Enrollment Services availed of per Retiree							Establish baseline	
Sub-total			20%							
Learning and Growth	SO 11 Quality Management System									
	SM 13	ISO 9001 Accreditation		10%	All or Nothing	n/a	n/a	n/a	ISO Certification all sites all processes	Maintain ISO Certification
	SO 12 Improve Competency of the Workforce									
SM 14	Development of Board-approved Competency Framework		5%	All or Nothing	n/a	n/a	n/a	Submission of Competency Framework and Tables not later than December 2015	Implementation of Competency model and establishment of baseline	
Sub-total			15%							
TOTAL			100%							

Strategy Map



Mission:

To develop PRA's capabilities and to enable and empower all segments of the government and private sectors relevant to the Philippine retirement migration agenda

Core Values:

- Service Excellence
- Innovation
- Teamwork
- Integrity
- Discipline
- Good Governance
- Social Responsibility

PRA as the catalyst in strengthening the Philippines' retirement industry, envisions to enhance the status of the country as an internationally-recognized and significant retirement destination in South East Asia by 2020

