

DUTY FREE PHILIPPINES CORPORATION
Interim Performance Scorecard

Performance Measures				DFPC Submission			CGO-A Evaluation		Supporting Documents	Remarks
Description	Formula	Weight	Rating System	Target	Actual	Rating	Score	Rating		
MFO 1 : Operation of Duty- and Tax-free Retail Merchandising System										
Quantity 1: Number of International Airports with Duty-Free Shops/ Stores	Absolute Number	5%	(Actual/Target) x Weight	10	10	5.00%	10	5.00%	News article clippings	Addition of Laguindingan Airport Store
Quantity 2: Number of Off-Airport Duty-Free Outlets	Absolute Number	5%	(Actual/Target) x Weight	8	7	4.38%	7	4.38%		No new off-airport outlet opened.
Quality: Percentage of Satisfied Customers	Number of Satisfied Customers over Total Number of Customers Surveyed	10%	(Actual/Target) x Weight	85%	88%	10.00%	64%	7.53%	PSRC Presentation and Letter from PSRC.	DFPC's reported score of 88% covers 3 categories -- Completely Satisfied, Very Satisfied and Somewhat Satisfied Customers. In 2013, DFPC reported a score of 84% which covers only the first two categories. For consistency, the validated score of 64% uses the same two categories used in 2013. It is notable that whatever system is used, there was a decrease in the

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										number of satisfied customers.
Financial: Amount of Sales	Total net Sales	40%	(Actual/Target) x Weight	\$235 Million	\$229 Million	39.00%	\$229 Million	38.98%	Income statement	Acceptable
Sub-total of Weights:		60%				58.38%		55.88%		
MFO 2: Administration of Balikbayan Special Shopping Privileges										
Quantity 1: Number of Balikbayans/ OFWs Who Availed of the One-Stop Center service	Absolute Number	12.50%	(Actual/Target) x Weight	22,000	19,025	10.81%	19,025	10.81%	Certification from POEA	Acceptable
Quantity 2: Balikbayan/ OFW Customer Count	Absolute Number	12.50%	(Actual/Target) x Weight	725,000	728,327	12.50%	728,327	12.50%	Customer pax count report and screenshots of data gathering from SQL server	Acceptable
Quality: Percentage of Satisfied Balikbayan Customers	Number of Satisfied Customers over Total Number of Customers Surveyed	10%	(Actual/Target) x Weight	76%	92%	10.00%	65%	8.55%	PSRC Presentation and Letter from PSRC	The same finding as with the Quality indicator for MFO 1. The reported score was revised downwards to make it comparable with 2013 actual performance.
Sub-total of Weights:		35%				33.31%		31.86%		
General Administrative Services										

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Description	Formula	Weight	Rating System	Target	Actual	Rating	Score	Rating		
Manualization and Certification of Core Processes		5%		Certification of Manila Arrival Airports Store Operations	ISO Certification for Manila Arrival Airports Store Operations	5.00%	ISO Certification for Manila Arrival Airports Store Operations	5.00%	Certification from TUV Rheinland	Acceptable
Sub-total of Weights:		5%				5.00%		5.00%		
TOTAL OF WEIGHTS:		100%				96.69%		92.75%		

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