



# KPI ??????????????????

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1	MK1	□□□□□□□□ □□□□□□□□ □□□□□ 2 □□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□ □ ( □□□□□□□□ □□□□□□□□ Year Plan 2024)	□□□□□□□□ □□□□□□□□ □□□□□□□□ □□ 2 □□□□□□□□ □□□□□□□□ □□□ □□□□□□□□ □□□□□□□□ 60 □□ = 30 □□□□□ 40 □□ □□□□□ = 20 □□□□□ 20 □□ □□□□□ = 10 □□□□□ □□□□□□□□ 20 □□ = 0 □□□□□	30
2	MK2	□□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□ 2 □□□□□□□□ □□□□□□□□ □ □□□□□□□□ □ 100 □□□□ □□□□□□□□ □□□□ Pivot □□□□□□□□ □□□□□□□□ □□□□□□ S01 - 100 S02 - 100 WS - 100 PJ - 100	□□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□ 2 □□□□□□□□ □□□□□□□□ □ □□□□□□□□ □ 100 □□□□ □□□□□□□□ □□□□ Pivot □□□□□□□□ 4 □□□□□□□□ = 30 □□□□□ □□□□□□□□ 3 □□□□□□□□ = 20 □□□□□ □□□□□□□□ 2 □□□□□□□□ = 10 □□□□□ □□□□□□□□ □□□ 2 □□□□□□□□ = 0 □□□□□	30

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1	MK3	□□□□□ Online □□□□□□□□ □□□□□□□□ □□□□□□	□□□□□□□□ □□□□□□□□ □□□ □□□□□□□□ □□□□□□□□ □□□□□□□□ □□ 1.5 □□□□□□ / □□□□ = 30 □□□□ 1.3 □□□□□□ / □□□□ = 20 □□□□ 1 □□□□□□ / □□□□ = 10 □□□□	30
2	MK4	□□□□□□□□ □□□□□□□□ □□□□□□	□□□□□□□□ □□□□□ Shopee, Lazada , Website ,Tiktok □□□□□□□□ □□□□□□□□ □□□□ □□□□□□□□ 200 □□□ /□□□□□ = 20 □□□□□□□□ 180 □□□ /□□□□□ = 15 □□□□□□□□ 150 □□□ /□□□□□ = 10	20

3

MK5

1. 100%  
 2. 100%  
 3. 100% Online  
 4. 15  
 5.

1. 100%  
 2. 100%  
 3. 100%  
 4. 15  
 5.  
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 100%  
 100%  
 100%  
 5% 1  
 100%  
 100%  
 10% 5  
 100%  
 100%  
 15% 10  
 100%

10

# KPI ??????????????

Weight	KPI Code	Description	Calculation	Weight
1	MK6	1. Social media 2. Social media 3. Social media 4. Social media 5. Social media	$\frac{26}{2} = 13$ $\frac{23}{2} = 11.5$ $\frac{20}{2} = 10$	30
2	MK7	1. Social media 2. Social media 3. Social media 4. Social media 5. Social media 6. Social media 7. Social media 8. Social media 9. Social media 10. Social media	$100\% = 20$ $90\% = 15$ $80\% = 10$	30