

2020 CHARTER STATEMENT AND STRATEGY MAP (ANNEX A)



MISSION:

To become a full Islamic Bank and afford Filipinos of the blessings and benefits of Islamic banking, financing and investment.

To be competitive and significant in the banking industry.

To become a key-player in the global Islamic banking and investment market.

Participate in all phases of development especially in the ARMM and Mindanao.

To serve as arm of the Government in addressing poverty alleviation especially in Muslim Filipino communities across the country by delivering them the goodwill and simplistic Islamic banking and financing that are responsive, sensitive and suitable to their way of life.

To equip Muslim Filipinos with Islamic banking and financial education that can help them improve their economic condition and make them a significant economic force of the nation.

VISION: To be the leading and choice Islamic financial institution providing alternative banking services in response to the emerging global Islamic markets and to promote and accelerate the socio-economic developments of the Islamic communities in the Philippines by 2023.



CORE VALUES:

Adherence to Shari'ah standards, Integrity, Competency, Excellence

AL-AMANAH ISLAMIC INVESTMENT BANK OF THE PHILIPPINES (AAIIBP)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
FINANCIAL	SO 1	Maximize Utilization of Loanable Funds							
	SM 1	Increase of Loan Releases	Actual Accomplishment	15%	(Actual / Target) x Weight	₱101.223 Million	₱489.808 Million	NA	₱649.0 Million
	SO 2	Manage Cost and Expenses							
	SM 2	Minimize Net Loss	Total Revenue – Total Expenses	10%	10% = P(53.41) Million and lower; 5% = higher than P(53.41) Million to P(70) Million; 0% = Higher than P(70) Million.	NA	₱(51 Million)	₱(51 Million)	₱(53.41 Million)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
	SO 3	Grow Funding Base							
	SM 3	Increase Deposit Level	Sum of all Deposits from Private and Government Sector	15%	(Actual / Target) x Weight	₱463.49 Million	₱591.48 Million	₱694.73 Million	₱777.17 Million
	SM 4	Manage Net Non-Performing Loans Ratio	(Non-performing Loans – Specific Loan Loss Provision) / Total Loan Portfolio	10%	{1-[(Actual - Target) / Target] x Weight} 2% and above = 0%	NA	<3%	1.16%	Not exceeding the Philippine bank standard as of end of the year
		Sub-total		50%					
	SO 4	Develop Islamic Products and Services							
CUSTOMER	SM 5	Increase Availment of Deposit Products (Islamic): Pilgrimage Savings Plan (PSP)	Total number of accounts under PSP	5%	(Actual / Target) x Weight	80	90	200	240

Component					Baseline Data		Target	
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020
SM 6	Increase Availment of Financing Products (Islamic): - Al-Murabahah - Al-Bai Bithaman Ajil - Al-Ijarah	Total number of accounts under the Islamic Financing Program	5%	(Actual / Target) x Weight	15	20	25	135 additional accounts
SO 5	Attract New Accounts							
SM 7	Increase Additional Number of Deposit Accounts (Conventional and Islamic net of DSWD Accounts)	Total number of new deposit accounts (Conventional and Islamic) less DSWD accounts	5%	(Actual / Target) x Weight	344	378	416	22% increase from the previous year's no. of existing accounts
SO 6	Ensure Customer Satisfaction							
SM 8	Percentage of Satisfied Customers	Number of respondents who rated AAIBP with at least Satisfactory and Very Satisfactory / Total number of respondents	10%	(Actual / Target) x Weight Below 80% = 0%	96% of total number of respondents gave a rating of at least Very Satisfactory	96% of total number of respondents gave a rating of at least Very Satisfactory	95%	95%
	Sub-total		25%					

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
INTERNAL PROCESS	SO 7	Increased Accessibility (ATM & other distribution channels)							
	SM 9	Increase Number of Branches with ATMs Installed	Number of Branches with ATMs installed	5%	(Actual / Target) x Weight	NA	3	4	6
	SO 8	Implement Process Improvements (Improved TAT, Controls)							
	SM 10	Percent of Transactions Processed within Turnaround Time (TAT)	Number of Loan transactions processed within the prescribed period / Total number of loan applications with complete documentation	10%	(Actual / Target) x Weight If below 93% = 0%	95%	96%	100%	100% of loan transactions are processed within the prescribed TAT ¹
	Sub-total		15%						

¹ Applicable Turnaround Time shall be in accordance with AAIIBP's compliance with Republic Act No. 11032 otherwise known as the Ease of Doing Business and Efficient Government Service Delivery Act of 2018.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
LEARNING & GROWTH	SO 9	Improve Competencies (Islamic Banking Operations)							
	SM 11	Improve Competencies of employees	Competency Baseline ² 2020 – Competency Baseline 2019	10%	All or nothing	100% of employees with a rating of Poor and Needs improvement for Core competencies should be able to Meet the Standard	50% of employees meeting the desired level of competency	Improvement in the 2018 Competency baseline of the organization	Improvement on the Competency Level of the Organization based on the 2019 year-end assessment
		Sub-total		10%					
		TOTAL		100%					

² The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{b=1}^B \left[\frac{\sum_{a=1}^A (\frac{\text{Actual Competency Level}}{\text{Required Competency Level}})_a}{A} \right]_b}{B}$$

where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled