

البريد الأردني
JO POST

Jordan post company

The strategic plan for years (2017-2019)





The strategic plan for years (2017-2019)
Jordan post company

First :- The Vision, Mission and the Values.

The vision : - Leadership in the postal sector locally and regionally

The mission:- Achieving best quality standards in provision of postal, financial and logistic services through an integrated postal outlet managed by qualified staff with competitive prices to achieve customer satisfaction



The Values :

1- Accuracy.

2-- Honesty

3- Transparency.

4 - Professional.

5- Accountability.

6- Excellence



Second: The quadratic analysis matrix (SWOT):



The SWOT principle was adopted to analyze strengths, weaknesses, opportunities and threats to explain the current situation of Jordan Post Company.

The following is a summary of the most important points:

negative factors	positive factors	Internal Environment
Weakness Points	Strength Points	
<ul style="list-style-type: none"> 1-The accumulated losses of the company from previous years with a lack of liquidity. 2-Poor distribution of human resources and weak training. 3- Lack of human cadres in professional and specialized jobs and lack of efficiency of staff. 4- Weak and poor infrastructure of buildings, furniture, equipment and vehicles. 5- Non-modernization of the fleet of transport and the absence of a system to manage the integrated transport fleet. 6- The absence of a cost system to indicate the cost of the service provided and the return on it. 	<ul style="list-style-type: none"> 1- Indirect support from the government and exclusive distribution of messages less than 500g between departments and state institutions. 2- Wide network and outlets providing services within the Kingdom (distribution of post offices to all governorates of the Kingdom). 3-Jordanian Post is part of the UPU network. 4- Long-term and fixed-income agreements 5- The size of the assets (assets) of the company. 6- Geographical location (at the regional level and intermediary between emerging markets). 7- The existence of alliances with local and 	



7- The weakness of the company's capabilities in non-exclusive services such as external express mail and the suspension of some agreements signed with some national companies and government departments such as the Civil Status Agreement due to the depletion of infrastructure and vehicles.

8- Poor distribution of offices (there are offices with a distance of less than 15 km or less than 2000 inhabitants).

9- Weak marketing of postal services and undetermined the prices of tariff messages and packages, which reduces the numbers of customers

10-. Absence of a clear strategic plan as a result of non-follow-up of the old strategic plan.

international companies.



Threats	Opportunities	External Environment
<ul style="list-style-type: none"> 1-Increasing competition through new legislation and laws. 2- Establishing logistic centers for competitors on busy roads. 3- Increase the suspension of some agreements signed with some departments Governmental organizations. 4- Weakness of presence outside the country compared to competitors. 5- Influence of some parties in the jobs of JPC 	<ul style="list-style-type: none"> 1-Growth of the market size (export of some works and services from companies). 2- Growth in the volume of electronic commerce and electronic payment services. 3- The existence of extra spaces within post offices can be exploited in partnership with government institutions, companies and banks for services and publicity (especially offices away from the center). 4- Possibility of adopting the post company as a regional training center for neighboring countries. 5- Possibility of owning offices through the appropriate type of financial leasing contracts 	



6- Possibility to exploitation the land and buildings owned by the company in an investment.

7- Urban and demographic growth and the growth of expatriates and refugees.

8- Holding a set of free trade agreements with some countries.

9- Reducing the terms of origin for commercial transactions with EU countries.

Third: The main objectives of the strategy of the Jordanian Post Company (2017-2019):

The main objectives of the company were adopted considering the SWOT analysis of the reality of the case and how to exploit the available resources and the positive elements that are capable of turning points of weakness into strength and threats to opportunities. The Balanced Scorecard was also used as an effective tool for monitoring performance and linking goals to the vision and mission , also considered as a way to implement the plans and control and monitor the institutional

growth:-

1- Improving postal services (main operations card) by not less than (10%).



2- Increase in revenues (Financial Perspective Card) by (5%)

3- Reduction and control of expenses (financial perspective card) by (5%)

4-- Increase customer satisfaction and enhance customer service quality (customer perspective) by (20%).

5- Develop and strengthen the functional capacities and rehabilitation of workers and upgrading (the perspective of learning and growth) by (10%) .

Fourthly:

Matrix of main objectives and activities, sub-objectives

The following are details of the sub-objectives, activities and performance indicators to achieve the main objectives:

The main objective	Activities and initiatives	Performance Indicators- KPI	2017				2018				2019				مسؤولية التنفيذ
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Objective 1: Improve the services provided (internal operations card)	1- Improving services through: A - Review and re-engineering operations at the International Exchange Center and the field (post offices) to simplify the procedures and shorten the time required to carry out the tasks. B- Coordination with the Jordanian Customs to simplify and facilitate	A. Number of services developed	A-Start			A-End									Institutional Development
		B- The service time .	B-Start			B-End									Exchange Center
		C - Number of services and sections completed	C-Start			End									Information Technology
															Business Development \ Marketing

<p>customs procedures to save customer time</p> <p>C. Automate all operations from air cargo at the airport, and computerize the models used to access the so-called paperless work.</p> <p>D- Contracting with clearance companies to carry out customs clearance on the packages on behalf of the owner of the relationship according to percentages of commissions for the post company</p> <p>2. Capacity building: a. Raise the efficiency of the staff of the</p>	<p>D) The name of the company and the commission rate of the post</p>	D-Start	D-End																

	exchange center and field staff through periodic and refresher courses.															
		No of trainees/ROT	Plan	Implem-entation	Conti-nuous										Human Resource s\ Training +Instituti onal Developm ent	
	3-Improved fleet A - Modernization of the transport fleet. B- Developing the traffic roots.	A- No of current vehicles\New\per centage of renew. B- No of current roots\No of decreased		B-Start	A- %50				A- 50%							Transport ation + committe e
	4. Launching brand identity and new branding through the launch of the new corporate identity	No of offices with new branding			A- %25				25%				25%		25%	Institution al Developme nt + Committee Branding

	and branding in all post offices (uniform for delegates and postal office staff).															
	5. Establishing a modern database for Jordanian mail customers.	DATA Base		Implem entation												Exchange Center
	6. Expansion of non-postal services: A. Development of new electronic services.	A- No of Electronically services	A-Start													Postal Services + Informati on Technolo gy
	B - Improve the hybrid mail service and increase the number of customers for this service.	B- No of Hybrid Postal Service Customers		B-Start												Business Developm ent\Mark eting
	7. Re-configuration of postal offices by	No of re-configured offices		Start			50%		50%							Institution al Developme nt +

geographic regions and population groups.													
8. Complete the computerization of all post offices and provide offices with modern equipments.	A- No of already computerized offices. B- No of offices computerized recently.		Start		End								Information Technology
9- Establishment postal mail boxes within the gas stations and malls by contracting with a petrol station and Malls to choose a number of sites and rental of places (kiosks) dedicated to the development of mailboxes leased to customers.	No of new mail boxes			Stat	End								Business Development \Marketing

<p>3-Reducing fuel expenses for vehicles (petrol and diesel) by owning alternative energy-saving vehicles (eg, electric cars and hybrid cars).</p>	<p>A - Fuel expenses (125000) - Reduction ratio. B - Number of cars owned</p>		Start				Implementation						+ Committee + Transportation
<p>4-Increasing the effectiveness of internal processes to reduce expenditures through their completeness</p>	<p>A - Number of processes that have been eliminated by automation B. The physical impact of the automation process</p>			Start		Implementation							Information Technology + Institutional Development
<p>1- Investment in buildings and land owned by the company a - Return on investment ratios</p>	<p>A) Return on investment ratios B) Revenue earned</p>		Start		5%				5%			5%	Business Development + Project Management

who can not achieve the profits required														
5- Expand the base of offices that sell Revenue stamps	Value of stamps sold		Start		10000 0				10000 0				100000	Postal Services + Field Directo rate
6. Revisit the legislation provided for such as exclusive rights and universal service.	A. Return of service Inlusiveness and exclusive right to. B- profits		Start						End					Postal Services
7 -Increase the share of Jordanian mail from the postage of courier and parcels.	The percentage increase in the number of parcels		Start		3%				5%				7%	Exchange Center + Marketi ng
8. Reassess tariffs for postal services and raise prices in line with inflation and competitive	The percentage of additional profits.				5%				8%				10%	Postal Services + Financial

market price														
9 - Work partnerships with the public and private sector to exploit the post offices by providing shared electronic services	Number of offices that serve.		Start		10				15				15	Business Development + Project Management
10 - A common platform for e-commerce with countries that have an interest in this area of return of e-commerce	The percentage of additional profits.			Start	2%				5%				10%	Business Development + Project Management
11. Electronic remittances and electronic remittances rate of return.	Rate of return		Start		3%				5%				8%	Project Management + Financial
12- JoMoPay e-wallet project	Rate of return				Start				5%				10%	Information Technology
13. Re-examination	Rate of return	Start	End		%4				%7				%11	Business

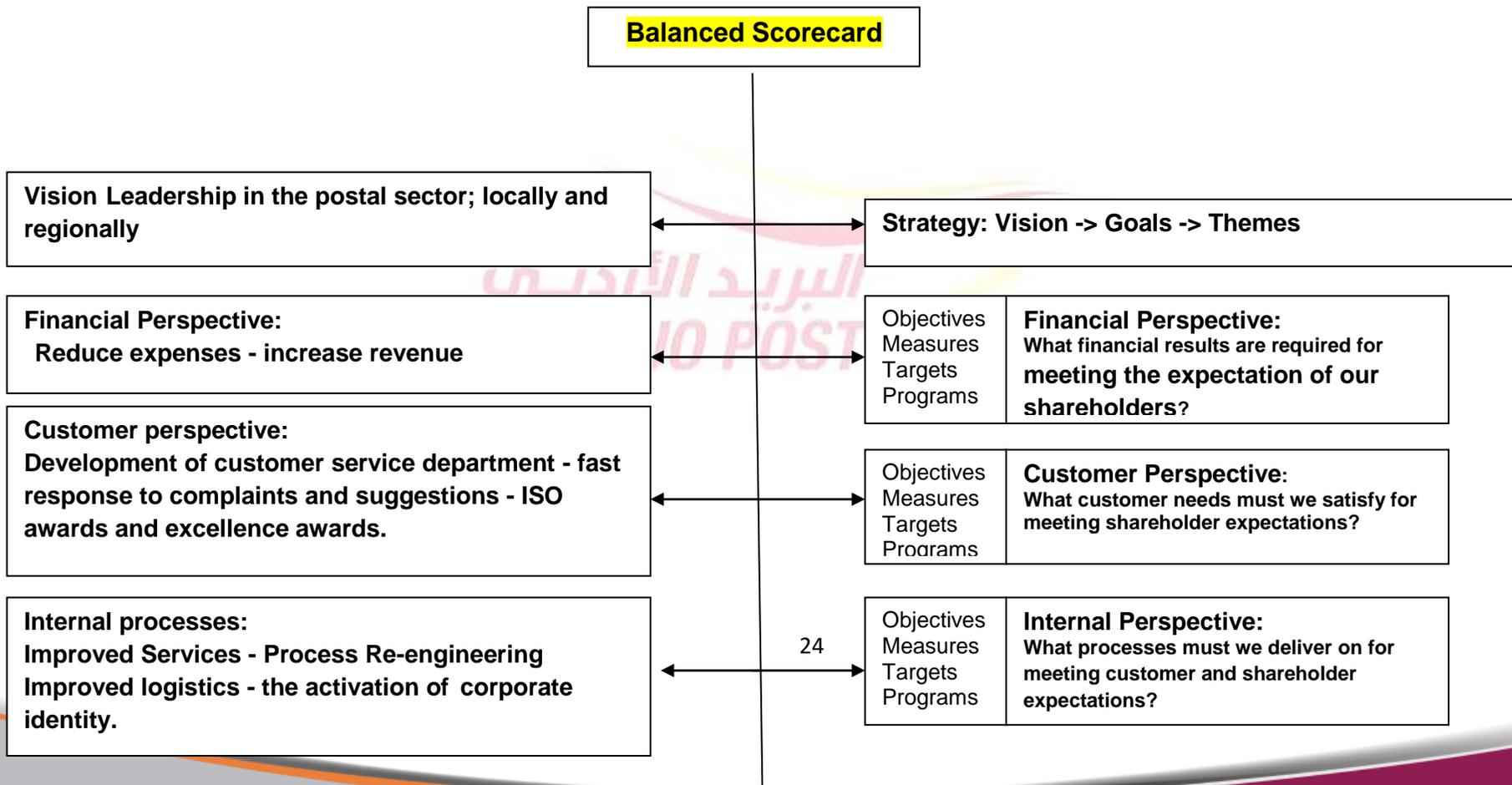
	company to reflect all the requirements of customers from the time required to provide services, prices, inquiries, update news, new services, etc.	satisfaction with the site.	Start														Development + Information Technology	
	6 - A - Obtaining quality certificates such as the latest version of the ISO 9001: 2015. B - Candidacy for excellence awards such as King Abdullah Excellence Award.	1- ISO 9001(2015certificate) 2 - to run for the prize.																Institutional Development
Fifth: the combination of the goals: (Combination of the strategic	1. Review and approve organizational structures in line	Structures reviewed and adopted.	Plan Start															Human Resource + Institutional

6. Rotation of staff (especially post office staff).	Number of staff who have been recycle.	Plan Start	Continuous										Human Resource + Field	
7. Develop the training and rehabilitation center and work partnerships and contract with training centers internally and regionally.	Number of training courses through partnership programs.	Plan Start			Implementation									Human Resource / Training
8. Linking the training process to the career path of the employee.	Number of courses in this field	Plan Start			Implementation									Human Resource / Training
9 . Coordinating with the Universal Postal Union to adopt a training center in Jordan to attract trainees	- training center -correspondence in the regard	Plan Start									Implementation			Training Center + Business Development

in the Middle East
PTC

Fifth: the combination of the goals:

Balanced Scorecard



Learning and Growth Perspective:
Provide the company with qualified cadres - Study organizational structures and job names - Develop the training center and the training system.

Objectives
Measures
Targets
Programs

Learning Perspective:
What organizational values are critical for meeting our strategic goals and objectives?

Double Loop Learning with the Balanced Scorecard: Strategic Learning and Operational Learning

