

ROLE OF THE BOARD IN CORPORATE STRATEGY

2014

The Board sets the policy directions for the guidance and implementation of the Officers and Staff of PPMC. By 2020, the Poro Point Freeport Zone is an international gateway for trade, business and tourism is the vision statement. PPMC's mission is to develop the Poro Point Freeport Zone in order to promote the economic and social development of Northern Luzon in particular, and the country in general while ensuring the conservation and protection of our environment and natural resources. Integrity, Stewardship and Excellence are the core values of PPMC. The vision, mission and core values of PPMC were set by the Board of Directors of PPMC.

How does the Board oversee the corporate strategy?

The Board oversees the implementation of the corporate strategies through the submission of monthly reports and the bi-monthly board meetings. The Board oversees the implementation of the corporate strategies through the submission of monthly reports and the bi-monthly board meetings. PPMC uses the balanced scorecard as a tool to oversee corporate strategies. The scorecard looks into the aspects of organization/learning and growth, internal processes, customer/stakeholder, financial and social impact along the three themes of development orientation, service excellence and financial viability. PPMC's strategy map focused on attaining strategic initiatives like increased economic activity within the Poro Point Freeport Zone, increased operating profitability, improved business environment, achieved stakeholder's satisfaction, ensure locator's compliance to contractual commitments, streamline frontline services, develop professional, competent and motivated workforce, institutionalize a Quality Management System (9001:2008), automate key processes and institutionalize Safety Management System compliant with ICAO standards. These strategic initiatives are further translated into the performance scorecard, marketing plan, operational plan, legal plan, development plan and financial plan.

When did the board review the corporate strategy?

The mid-year assessment of the 2014 corporate strategies was reviewed by the Board during the Corporate Annual Planning Workshop held in July 7, 2014 at Kamana Sanctuary, Subic Freeport Zone. The output of the planning was translated into performance measures/targets approved by the Board thru Board Resolution No. 2014-07-69 on August 5, 2014, to wit: "Resolved, as it hereby Resolved, that the Board of Directors of Poro Point Management Corporation ratifies the Approval through Memorandum of the following documents/compliance required by GCG pursuant to GCG Memorandum Circular No. 2013-12 (re-Issued):

1. Charter Statement and Strategy Map
2. PES Form 1- Performance Scorecard
3. PES Form 2- Strategic Initiatives
4. Briefer

Resolved, further that the Board of Directors of PPMC ratifies the Approval through Referendum for the renegotiation of the following CY 2014 Performance Measures and Targets:

1. Actual Award of the Long-Term Lease to Develop the 6-hectare Lighthouse Area in the name of and for the sole benefit of PPMC; and
2. Number of New Written Agreements with Aviation Schools.

Resolved, Finally, that the Board of Directors of PPMC approves the “Classification of the Strategic Incentives” to be reflected under PES Form 2 to be: 1.) Priority Initiatives within the control of PPMC and 2.) Secondary Initiatives outside the control of PPMC; with the inclusion of another item pertaining to PPMC’s initiative to increase capitalization from Php 80 Million to Php300 Million in classification No. 2.”

2015

The Board sets the policy directions for the guidance and implementation of the Officers and Staff of PPMC.

By 2020, the Poro Point Freeport Zone is an international gateway for trade, business and tourism is the vision statement. PPMC’s mission is to develop the Poro Point Freeport Zone in order to promote the economic and social development of Northern Luzon in particular, and the country in general while ensuring the conservation and protection of our environment and natural resources. Integrity, Stewardship and Excellence are the core values of PPMC. The vision, mission and core values of PPMC were set by the Board of Directors of PPMC.

How does the Board oversee the corporate strategy?

The Board oversees the implementation of the corporate strategies through the submission of monthly reports and the bi-monthly board meetings. The Board oversees the implementation of the corporate strategies through the submission of monthly reports and the bi-monthly board meetings. PPMC uses the balanced scorecard as a tool to oversee corporate strategies. The scorecard looks into the aspects of organization/learning and growth, internal processes, customer/stakeholder, financial and social impact along the three themes of development orientation, service excellence and financial viability. PPMC’s strategy map focused on attaining strategic initiatives like increased economic activity within the Poro Point Freeport Zone, increased operating profitability, improved business environment, achieved stakeholder’s satisfaction, ensure locator’s compliance to contractual commitments, streamline frontline services, develop professional, competent and motivated workforce, institutionalize a Quality Management System (9001:2008), automate key processes and institutionalize Safety Management System compliant with ICAO standards. These strategic initiatives are further translated into the performance scorecard, marketing plan, operational plan, legal plan, development plan and financial plan.

When did the board review the corporate strategy?

Q

The mid-year assessment of the 2015 corporate strategies was reviewed by the Board during the Corporate Annual Planning Workshop held in July 6, 2015 at Pico de Loro, Nasugbu, Batangas. The output of the planning was translated into performance measures/targets

approved by the Board thru Board Resolution 2015-07-239 on July 20, 2015, to wit:
“Resolved, as it is hereby resolved, that the Board of Directors of Poro Point Management Corporation hereby approve the following documents, as amended, namely: 1) Charter Statement and Strategy Map; 2) 2016 Performance Scorecard; 3) Strategic Initiatives for CY 2016 and 4) Briefer on the rationale of the CY 2016 targets.”

.