



National Transformation Program 2020



GOALS AND TARGETS FOR THE Ministry of Commerce and Investment



Strategic Objective (1)		Guarantee fair trade between the consumer and the seller			
Relevant Vision 2030 Objectives		Establish a moderation and values of tolerance, professionalism, discipline, justice and transparency Achieve the highest levels of transparency and good governance in all sectors Enhance interaction between public authorities and citizens			
Key Performance Indicators	Baseline	2020 Target	Unit	Regional Benchmark	International Benchmark
Consumer Confidence Index	106	115	Point	Under study	Under study
Strategic Objective (2)		Build Consumer Confidence in products sold in the market			
Relevant Vision 2030 Objectives		Achieve the highest levels of transparency and good governance in all sectors interaction between public authorities and citizens			
Key Performance Indicators	Baseline	2020 Target	Unit	Regional Benchmark	International Benchmark
Percentage of products that are specifications Compliant	62	80	Percentage (%)	Under study	Under study
Strategic Objective (3)		Increase the Culture of Entrepreneurship			
Relevant Vision 2030 Objectives		Boost entrepreneurship Develop youth skills and leverage them effectively			
Key Performance Indicators	Baseline	2020 Target	Unit	Regional Benchmark	International Benchmark
Number of established entities (limited liability companies)	50,000	104,000	عدد	Under study	347,015
Strategic Objective (4)		Increase the contribution of Small and Medium Enterprises to the gross domestic product			
Relevant Vision 2030 Objectives		Boost Small and Medium enterprises Boost Productive Families Boost entrepreneurship			
Key Performance Indicators	Baseline	2020 Target	Unit	Regional Benchmark	International Benchmark
Rate of continuity and existence of new projects (3 years)	Calculation in process	Under study	percentage	Under study	82.5
Percentage of contribution of Small and Medium Enterprises to the non-oil gross domestic product	33	35	percentage	60	Not Applicable
Percentage of contribution of Small and Medium Enterprises to the non-oil gross domestic product	20	21	percentage	36	51
Strategic Objective (5)		Increase in the creation of job opportunities in small and medium enterprises			
Relevant Vision 2030 Objectives		Provide citizens with knowledge and skills to meet the future needs of the labor market Boost Small and Medium enterprises			
Key Performance Indicators	Baseline	2020 Target	Unit	Regional Benchmark	International Benchmark
Percentage of employees in the Small and Medium Enterprises versus total employees in the public and private sectors	51	53	Percentage	42	48
Strategic Objective (6)		Strengthen and increase the awareness of the consumer relating to rights and products			
Relevant Vision 2030 Objectives		Achieve the highest levels of transparency and good governance in all sectors Enhance interaction between public authorities and citizens			
Key Performance Indicators	Baseline	2020 Target	Unit	Regional Benchmark	International Benchmark
Consumer satisfaction level	65	85	(%) Percentage	Under study	Under study
Strategic Objective (7)		Increase the competitiveness of locally produced products and services			
Relevant Vision 2030 Objectives		Create an attractive environment for both local and international investors and enhance their confidence in our economy Support national companies			
Key Performance Indicators	Baseline	2020 Target	Unit	Regional Benchmark	International Benchmark
Value addition to the industrial and commercial sectors (profits +Wages)	Calculation in progress	335.84	SAR Bn	Under study	Under study
Percentage of value addition for the industrial and commercial sectors to the non oil imports	Calculation in progress	53	(%)Percentage	Under study	Under study

KPI DEFINITIONS

Strategic objective:

is a desired state or goal which the entity aspire to achieve to realize "Saudi Arabia's Vision 2030".

Example: Economic Diversification.

Key Performance Indicator (KPI):

is a numerical value which measures the extent to which the entity has succeeded in achieving its strategic objective.

Example: Per Capita Income.

Key Performance Target (KPT):

is the desired value of the key performance indicator which the entity aims to achieve.

Benchmark:

is the Key Performance Target other leading countries achieved.