



KATSINA STATE DEPARTMENT FOR MARKET DEVELOPMENT

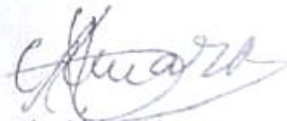
Address: Investment House Kano Road Katsina, Katsina State

Email Address: dmartdevktsq@gmail.com

SERVICE LEVEL AGREEMENT (SLA) FOR DEPARTMENT OF MARKET DEVELOPMENT

S/N	ITEM	DESCRIPTION
SERVICE OVERVIEW		
1.1	Service Description:	The Department of Market Development will receive comprehensive marketing services to enhance market presence and achieve strategic goals.
1.2	Service Scope:	Includes market research, campaign management, branding, and promotional activities.
SERVICE METRICS		
2.1	Key Performance Indicators (KPIs):	<ul style="list-style-type: none"> - Market Reach (% increase) - Campaign Effectiveness (ROI) - Brand Recognition (Surveys)
2.2	Performance Targets:	Achieve a minimum of 15% increase in market reach quarterly. Maintain a campaign ROI of at least 2:1. Ensure brand recognition increases by 10% annually.
SERVICE AVAILABILITY		
3.1	Operating Hours:	Monday to Friday, 9:00 AM to 5:00 PM (local time).
3.2	Scheduled Downtime:	Scheduled maintenance will be communicated 48 hours in advance.
INCIDENT RESPONSE		
4.1	Priority Levels:	<ul style="list-style-type: none"> - High: Critical issues affecting ongoing campaigns (response within 2 hours) - Medium: Urgent issues impacting routine activities (response within 4 hours) - Low: Minor issues with minimal impact (response within 24 hours)
4.2	Resolution Time:	The goal is to resolve high-priority issues within 8 hours, medium-priority issues within 24 hours, and low-priority issues within 72 hours.

REPORTING AND REVIEW		
5.1	Monthly Reports:	Detailed reports on KPIs and service performance will be provided by the 5th of each month.
5.2	Quarterly Review Meetings:	Scheduled meetings to discuss performance, challenges, and strategy adjustments.
GOVERNANCE AND ESCALATION		
6.1	Governance Structure:	Regular meetings between the Department and the service provider to address concerns and improvements.
6.2	Escalation Procedure:	In case of unresolved issues, escalate to designated contacts with a response time of 24 hours.
SECURITY AND DATA PROTECTION		
7.1	Data Security Measures:	The service provider will implement industry-standard security measures to protect sensitive data.
7.2	Data Handling:	Adherence to data protection regulations and confidentiality agreements.
CHANGE MANAGEMENT		
8.1	Change Requests:	Submit change requests with detailed justifications.
8.2	Approval Process:	Changes require approval from both parties, with a documented process for implementation.
TERMINATION CLAUSE		
9.1	Termination Notice:	Either party must provide a 30-day notice before terminating the agreement.
9.2	Transition Plan:	A detailed plan for transitioning services and data to another provider or in-house team.


 Abdulaziz Abba Umar
 Director Technical Services
 For: Special Adviser



KATSINA STATE DEPARTMENT FOR MARKET DEVELOPMENT GRIEVANCE REDRESS MECHANISM FOR TRADERS

- 1. Address:** Investment House Kano Road Katsina,
Katsina State
- 2. Working Hours:** Monday to Thursday 9:00am to 3:30pm
- 3. Contact Person:** Grievance Redress Officer
Abdulaziz Abba Umar
- 4. Contact No.:** 08035862159
- 5. Website:** www.dmartdevktsg.com
- 6. Email Address:** dmartdevktsg@gmail.com

7. STEPS FOR REDRESS MECHANISM:

STAGE	ACTION	RESPONSIBLE PARTY	TIMEFRAME
Submission	File grievance in writing or online	Grievant (Traders)	Within 7 days
Acknowledgment	Receive acknowledgment of grievance	Grievance Redressal Officer	Within 2 business days
Investigation	Conduct thorough investigation	Grievance Redressal Team	Within 15 days
Resolution	Communicate resolution to the grievant	Grievance Redressal Officer	Within 30 days
Appeal	If unsatisfied, file an appeal	Appellate Authority	Within 14 days of resolution communication
Appeal Resolution	Communicate appeal resolution	Appellate Authority	Within 30 days of appeal submission

Abdulaziz Abba Umar
Director Technical Services
For: Special Adviser

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