

Entrepreneur Development Program

The Ultimate Program To Launching, Managing and Succeeding in Your Own Business

Thinking of getting out of the Rat Race?

Want to start my own business, but don't know how to launch it, what to sell, ...?

How do I market my products or services?

How do I ensure success in my business?

If you have the above questions in your mind, then this program is definitely a MUST for you. This program is conducted by hands-on professional entrepreneur using experiential learning methodology.

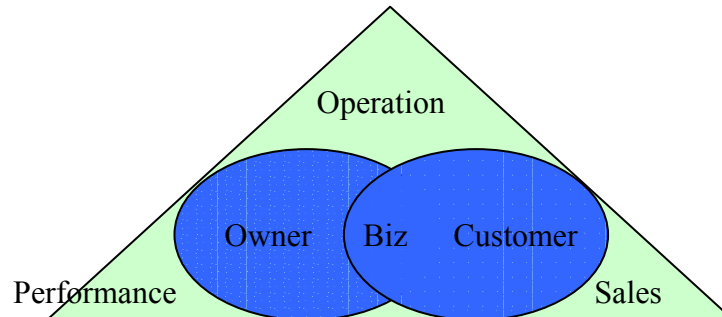
With Malaysian Vision to become a developed country by year 2020, we can not always rely on foreign companies to invest in Malaysia and create job opportunities for our people. We need to take the initiatives to develop our country. How to do that? One way is to become an entrepreneur and help boost our country's economy and create our own job opportunities. The main objective of this program is to coach budding entrepreneurs to be successful in their business.

Who Should Attend

This program is beneficial for entrepreneurs or anyone who would like to be their own boss.

Workshop Methodology

Participants will be stimulated to participate with active interaction in team activities like group discussions and presentations, business games & simulation and case studies.



What You Will Learn

1. Owner – Effective Personal Development (8 hrs)

- Start with the Right Attitude
- Understand Yourself Better
- The Syntax of Success
- Setting Personal Goal
- Action is Power
- Communication Skills

2. Customer (8 hrs)

- Who Are Your Target Customers?
- Positioning
- Finding Your Business Niche
- Tactics vs. Strategy

3. Business (8 hrs)

- Setting SMART Organization Goals
- Deciding Your 4Ps
 - Product
 - Promotion
 - Place
 - Price
- Competitive Analysis
- Identify Why You Are In Business

4. Sales Plan (16 hrs)

- Why People Buy
- Making Sales Call
- The Sales Cycle
- Prospect Management
- Winning Sales Letter
- Other Sales & Marketing Tools

5. Operation Effectiveness (28 hrs)

- Effective Operation Management
- Inventory Management
- Supply Chain Management
- Lean Way
- Customer Service
- Information Communication Technology Tools Towards Operational Excellence

6. Performance Metrics (4 hrs)

- Management By Objective
- Key Performance Indicators in Your Organization
- Walk the Talk and Policy Deployment
- Setting Up A Business System

Duration

9 Days, From 9.00am to 5.00pm (72hours)