



The Art of Marketing : Promote Your Product to Reach the Target Customers Effectively

August 1 - 2, 2018 | 9.00am - 5.00pm | Shah Alam Convention Centre

FACILITATOR

Ms Ewan Lee is a business consultant and PSMB-certified trainer specialising in Leadership, Sales, Marketing, Negotiation, Problem Solving and Decision Making, Business Strategy Development, Interpersonal, Presentation, Employee Coaching and Team Building. Ewan has more than 20 years of work experience with 5 years exposure in the manufacturing environment. Her experiences include sales and marketing focused on government agencies, research and development institutions, FMCG and various industries including pharmaceutical, F&B, agriculture and petrochemicals with over 10 years in leadership roles from German, Swiss and American Multinational Corporations. Her teams have won numerous sales performance awards for global and local recognition for top sales performance in various product categories. Her expertise in strategic business planning has resulted in double digit growth, always in pursuing top line and bottom line growth. Her first degree is Bachelor of Business Administration (BBA) majoring in Finance and Master of Business Administration (MBA) specialising in Management. She has conducted numerous soft skills training such as Effective Fundamental Selling, Effective Negotiation, Effective Leadership, Effective Presentation, Effective Time Management and Team Building. Her clientele includes institution of Higher Learning, Prototyping, tooling and molding, Palm Oil industries, Instruments to Chemicals Trading.

WHO SHOULD ATTEND

Marketing professionals and those who are interested to gain a holistic view on marketing.

IN-HOUSE TRAINING AVAILABLE

Registration is on a first-come first-served basis. Cheques made in favour of the "FMM Institute" should be forwarded one week before the commencement of the programme. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute, would be deemed as confirmed.

All cancellations must be made in writing. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 7 – 14 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

The FMM Institute reserves the right to change the facilitator, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes. Should the programme be cancelled or postponed, FMM Institute is not responsible for covering airfare, hotel or other travel costs incurred by the participants.

OBJECTIVES

- ◆ Analyse your company in relation to your competitors and by examining your customers' decision making process
- ◆ Understand customer behaviour to decide on your marketing strategy
- ◆ Identify and establish brand positioning and sustaining brand value
- ◆ Use the right marketing mix elements and strategies to increase competitiveness and profitability

CONTENTS

- ◆ Introduction to Marketing
- ◆ Understanding Customers
- ◆ Branding
- ◆ Segmentation, Target and Positioning
- ◆ Types of Battleground, the Opportunities and Challenges
- ◆ Dealing with Competition
- ◆ Marketing Mix: Product, Price, Promotion, Distribution

ADMINISTRATIVE DETAILS

Dates : **August 1 - 2, 2018**
 Time : 9.00 am – 5.00 pm
 Venue : **Shah Alam Convention Centre**
 No. 4 Jalan Perbadanan 14/9
 40000 Shah Alam, Selangor Darul Ehsan
 Fees : FMM Members – RM 1,300 per participant

Non Members – RM1,600 per participant

(Fees include course materials, Certificate of Attendance, lunch and refreshments)

*** Enjoy 10% for registration of two (2) and 20% discount for registration of three (3) or more participants from the same organisation and of the same billing source.**

For further enquiries, please contact:

Siti Nazihah / Azrini
FMM Institute

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 Email: training@fmm.org.my
 Visit us at: www.fmm.edu.my

REGISTRATION FORM

The Art of Marketing : Promote Your Product to Reach the Target Customers Effectively

August 1 - 2, 2018 (Wednesday - Thursday) Shah Alam Convention Centre

The Assistant Manager

FMM Institute

Tel: 03-62867200

Fax: 03-62776712

GST Registration No.001764515840

Please tick (✓) accordingly:

PSMB Scheme: SBL Non Contributor

Require vegetarian meal: Yes No

Dear Madam,

Please register the following participant(s) for the above programme:

(To be completed in **BLOCK LETTERS**)

1. **Name** **Designation** **E-mail**

Nationality **IC No.**

2. **Name** **Designation** **E-mail**

Nationality **IC No.**

3. **Name** **Designation** **E-mail**

Nationality **IC No.**

(If space is insufficient, please attach a separate list)

Enclosed cheque/bank draft No. _____ for RM _____

being payment for _____ participant(s) made in favour of the "FMM Institute".

Submitted by:

Name: _____

Designation: _____ E-mail: _____

Company: _____ FMM Membership No.: _____

Address: _____

Tel No.: _____ Fax No.: _____ Date: _____

My Corporate Identity No.: _____ GST Registration No.: _____