



FMM INSTITUTE SELANGOR
Centre for Professional Development



**IN-HOUSE
TRAINING
AVAILABLE**



SBL-KHAS SCHEME

(MC) THE ART MARKETING: PROMOTE YOUR PRODUCTS TO REACH THE TARGET CUSTOMERS EFFECTIVELY

OCTOBER 12-13, 2022 | 9.00AM – 5.00PM | FMM SELANGOR & KUALA LUMPUR BRANCH

OBJECTIVES

- Analyse your company in relation to your competitors and by examining your customers' decision making process
- Understand customer behaviour to decide 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

WHO SHOULD ATTEND?

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

Date : October 12 - 13, 2022

Time : 9.00am – 5.00pm

Venue : Level 2, FMM Selangor & Kuala Lumpur Branch
No 8A, Jalan Pensyarah U1/28 Hicom Glenmarie
Industrial Park 40150 Shah Alam, Selangor

Fees : FMM Members – RM 1,272 per participant
Non-Members – RM 1,484 per participant
(inclusive of 6% service tax)

(Fees include course materials, meals and Certificate of Attendance)

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 moulding, Palm Oil industries, Instruments to Chemicals Trading.

For further enquiries, please contact:

Siti Nazihah / Azrini

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Selangor & Kuala Lumpur Branch

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Visit us at: www.fmm.edu.my / www.fmm.org.my

REGISTRATION FORM

(MC) THE ART MARKETING: PROMOTE YOUR PRODUCTS TO REACH THE TARGET CUSTOMERS EFFECTIVELY

OCTOBER 12-13, 2022 (WEDNESDAY-THURSDAY)

FMM SELANGOR & KUALA LUMPUR BRANCH

FMM Institute Selangor (SST No: W10-1901-32000105 | CO ID: 475427W_SELANGOR)

Email: siti_nazihah@fmm.org.my / azrini@fmm.org.my

Tel: 03-55692950/4471/4171

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

| 1. Name | Designation | E-mail |
|-------------|-------------------|--------|
| <hr/> | | |
| Nationality | IC / Passport No. | |
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| 2. Name | Designation | E-mail |
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| Nationality | IC / Passport No. | |
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| 3. Name | Designation | E-mail |
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| Nationality | IC / Passport No. | |
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(If space is insufficient, please attach a separate list)

Disclaimer

Registration is on a first-come first-served basis. 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 programme fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the programme fees. If the participant fails to attend the programme or less than 75% attendance, the full programme fees are payable. However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to change the speaker, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes.

We hereby confirm that (Please tick accordingly):

- We will be claiming **from HRD Corp** and full payment would be made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances.
- We will **NOT BE CLAIMING** from **HRD Corp**. Payment will be made to account payee FMM Institute by cheque or bank transfer to Maybank Account No **5-62106-64719-2**

Submitted by:

Name: _____ Designation: _____ E-mail: _____

Company: _____ FMM Membership No.: _____

Address: _____

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

My Corporate Identity No.: _____