Blue Ocean Strategy - A Case Study Approach
January 13 - 14, 2020 | 9.00am - 5.00pm | Concorde Hotel Shah Alam

OBJECTIVES
- Apply Blue Ocean via Integrated SWOT Risk Analysis
- Formulate Blue Ocean strategy
- Increase value innovation via Business Turnaround Strategy
- Determine how to make more profit or from losing to profit making strategy
- Use think out-of-the-box strategies to overcome business failure and financial uncertainties
- Identify company risks, do a cost and benefit analysis and make recommendation on risk improvement strategies

WHO SHOULD ATTEND
Entrepreneurs, Financial Analyst, Risk Analyst, Project Managers, Bankers, Accountants, Business Managers, Marketing Managers and those who want to master the skills of Blue Ocean Strategy

CONTENTS
- Introduction to Blue Ocean Strategy
- Blue Ocean Strategy Tools
- Blue Ocean via Integrated SWOT Risk Analysis (Case Study)
- Formulating Blue Ocean Strategy
- Value Innovation via Business Turnaround Strategy (Case Study)
- The Principles of Blue Ocean Strategy
- Blue Ocean via Thinking Out-of-the-Box Strategy (Case Study)
- Blue Ocean via Risk Modelling Skills (Case Study)

FACILITATOR
Dr Steven Liew is a fellow member of the Chartered Institute of Management Accountants, UK and is a Chartered Accountant by profession. He has an Asia Pacific Executive MBA (for Senior Executives) from the National University of Singapore and a PhD in International Finance with Rushmore University of USA. Dr Liew had worked in the private sector, ranging from family-run businesses to professionally-managed multi-national corporations in South Asia and the ASEAN region. He has accumulated more than 28 years of working experience in senior financial and operational management positions spearheading the profitability and growth of companies. As a registered Trainer with Pembangunan Sumber Manusia Berhad, Dr Steven Liew had conducted various seminars for corporate clientele including Association of Credit Management Malaysia, Chartered Institute of Management Accountants, Malaysia Institute of Management, Malaysia Institute of Accountants, Institute of Bank-Bank Malaysia, Nestle, IQPC Worldwide Pte Ltd, Singapore, Lexis Nexis, Proton Edar Malaysia, Brunei Investment Agency, Small Medium Industries Development Corporation, Ministry of Development, Brunei, BICPA Asean Management, Brunei, Risda Group of Companies, Sales & Marketing Training Forum, Sri Lanka, Giant Retail Sdn Bhd, Telekom Brunei & Ministry of Foreign Affairs, Malaysia, Sabah Electricity Sdn Bhd, Bank Islam Brunei Darussalam, Continental Sime Tyre, Sime Darby, Sony Malaysia Sdn Bhd, Perodua Sdn Bhd, Credit Guarantee Corporation (M) Bhd, Fujixerco, UDA Holdings, SPNB, Diners Club, Elk Desa Capital Bhd, Antah Schindler and UCSI. He is currently providing management consultancy and training specialising in Leadership, Strategic Planning, Sales Management, Accounting, Finance, Cost Reduction, Credit Management and Loan Recovery.

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