



Organised by **FMM INSTITUTE** (475427-W) **Perak Branch**
Centre For Professional Development

**SBL-KHAS
Scheme**

DEVELOP NEW MARKETS, GENERATE MORE SALES

**November 15 & 16, 2021
(Monday & Tuesday)**

8.45 am – 5.00 pm

Remote Online Learning via Zoom



One of the ways to grow your business is to develop new markets that will present new opportunities. The decision to expand the business can be both exciting and daunting. Naturally, when new markets are developed, sales will grow and profit will follow. However, there is a possibility this would not be the case due to the uncertainty the new markets present and the cost of expansion.

This 2-day program allows companies to better understand the market and to create sales strategies that work. With proper understanding and planning, the chances of succeeding are better.

OBJECTIVES

- Be aware of the importance of expanding to new market
- Understand current market sentiments and future trends
- Understand organisation's own strengths and weaknesses
- Conduct effective market research

LEARNING OUTCOMES

After this 2-day program, participants will be able to:

- Identify new markets that the organisation can tap into
- Develop strategies to penetrate into new markets
- Work within the limited resources to gather maximum market exposure

TRAINING METHODOLOGY

Concepts and techniques will be internalised throughout the program through education sessions, online research, online demonstration and practical work using laptops.

WHO SHOULD ATTEND

This course would greatly benefit marketing staffs at all levels

For further details, please contact **Ms Nicole / Ms Divya / Pn Eda / Ms Harvindar**
☎ (05) 548 8660 📠 (05) 548 8221 ✉ fmmperak@fmm.org.my

COURSE CONTENTS

UNDERSTANDING THE CURRENT SCENARIOS

- The new normal and changing markets
 - *Identify the new normal and how it affects the market*
- What are the challenges you face at the marketplace?
 - *Identify the challenges and opportunities the new normal presents*

ENVIRONMENTAL SCANNING

- Assess the internal strengths & weaknesses
 - *Assess company's current strengths and weaknesses*
- External environmental assessments
 - *Assess the current market situations using PEST*
- Competitors analysis that include USP, positioning, product mix and marketing mix
 - *Understand what your competitors are doing, their strengths and weaknesses*

HOW NEW BUSINESSES ARE GENERATED

- Selling existing products to existing customers
 - *The 1st quadrant where most will focus their sales on*
- New products to existing customers
 - *The 2nd quadrant which is the next easiest to target*
- Existing products to new customers
 - *The 3rd quadrant that can be quite challenging for some*
- New products to new customers

- *The most challenging of the 4 quadrants but an Important future markets*

MARKET EXPANSION STRATEGY

- Developing an entry plan
 - *Develop action plans to compete in the different quadrants*
- Establish market development aims and targets
 - *Set sales & marketing objectives for the different quadrants*
- Identify target markets, sectors and niches
 - *Identify the target markets in the respective quadrants*
- Cost vs. ROI
 - *Work out the cost involved to penetrate into new market*
- Develop a marketing plan by agreeing on strategic positioning - with reference to USP's, positioning and marketing mix

SALES PLANNING STRATEGY

- Who are your target market?
 - *Drill into the smaller target market group*
- Sales kit preparation
 - *Preparing the necessary sales kit in approaching these target markets*
- Approaching your target market
 - *Moving into your target market and selling your products*
- Scheduling market visit
 - *Scheduling periodical market visits to these new markets*

TRAINER

MR PHANG WAI KHEONG holds a Masters of Business Administration (MBA) from the Wawasan Open University and a Diploma In Marketing from Chartered Institute of Marketing, UK (CIM, UK). Mr Phang has wide experience in the field of management, sales and marketing, managing project teams in driving the CRM strategies over the past two decades. Being a marketer by profession, he was in charge of the sales & marketing division in the fast moving consumer goods where achievement of sales targets is the most important KPI.

MR PHANG became a full time trainer since 1998. He is a certified trainer registered with PSMB and has trained and facilitated many programs for corporate companies that include some of the biggest and well known namely DHL, Toshiba, Lafarge, Ericsson, Kompakar, Huawei, Agilent, Perodua, Kimberly Clark & many more. He is an active member of Toastmasters International. An articulate and fluent speaker, he has participated and won numerous speech contests. He has also conducted workshops from the Speechcraft and Successful Club & Leadership Series and has served in various positions at the club, area and division levels. Due to his active participation and achievements, he was awarded the District 51 Area S1 Toastmaster of the Year 2006/2007 and the District 51 Division S Toastmaster of The Year 2006/2007. He is also awarded the title of Distinguished Toastmaster (DTM), the highest accolade bestowed by Toastmasters International.

COURSE DETAILS

Date **November 15 & 16, 2021 (Monday & Tuesday)**
Time **8.45am - 5.00pm**
Platform **Remote Online Learning via Zoom**
Medium of Instruction **English**
CPD **14 hours**
Fees **Members RM636.00/pax**
Non-Members RM795.00/pax
(Fees inclusive of Service Tax at 6%, Downloadable Course Materials and Certificate of Attendance)

- ❖ *Download and install ZOOM app on your laptop/desktop before the programme*
- ❖ *Good Internet / Wi-Fi connectivity*
- ❖ *Access Links will be provided upon confirmation of the programme*

ADMINISTRATIVE DETAILS

DISCLAIMER

The FMM Institute reserves the right to change the facilitator, date and to vary / cancel the course should unavoidable circumstances arise. All efforts will be taken to inform participants of the changes.

REGISTRATION

- Upon **Faxing/Mailing** the completed **Registration Form** to FMM Institute, you are **deemed** to have read and **accepted** the terms and conditions. The **course** would also be **deemed** as **confirmed** unless informed otherwise.
- Will be based on First-Come-First served basis.

PAYMENT

- **Cheques** made in favour of "**FMM Institute**" should be forwarded to FMM Institute Perak.
- For **SBL-KHAS Scheme**, an **Attendance of 100% is a must**, in any case, **employers will be billed in full**.
- FMM Institute SST Registration No. **W10-1901-32000105**

CANCELLATION

- Must be in Writing with Reasons
- 7 days before the course – No payment charged
- 3 – 6 days before the course - 50% payment charged
- < 3 days before the course – Full payment charged
- Participants who did not turn-up will be charged full payment
- Replacements can be accepted at no additional cost

Closing Date:
NOVEMBER 8,
2021

~ Registration Form ~

DEVELOP NEW MARKETS, GENERATE MORE SALES

FMM Institute
No 1, Lorong Raja DiHilir, 30350 Ipoh, Perak

Fax: 05-5488221

Dear Sir / Madam, please register the following participant(s) for the above programme.

	Name	Designation
1.	NRIC	HP No
2.	Name	Designation
	NRIC	HP No
3.	Name	Designation
	NRIC	HP No

(Please attach a separate list if space is insufficient)

We hereby confirmed that *(Please tick (✓) in appropriate box):-*

We **will be claiming under SBL-Khas Scheme** and full payment would made to FMM Institute in the event that no disbursement from HRDF under any circumstances

We will **NOT BE CLAIMING under SBL-Khas Scheme**. Enclosed cheque/bank draft No _____ for RM _____ being payment for _____ participant(s) made in favour of the "**FMM Institute**".

Submitted by:

Name:	Designation:	
Company:	Tel:	Fax:
Address:		
Email:	FMM Membership No	