



BUSINESS & MARKETING MASTERY PROGRAMME

THE ULTIMATE BUSINESS & MARKETING STRATEGIES PROGRAMME FOR SENIOR MANAGEMENT

ATCEN

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Date : 15th – 16th November 2018
Venue: Mines 2, Seri Kembangan



Participants of this program will be awarded an **Institute of Leadership and Management (UK) Certificate.**

Workshop Description

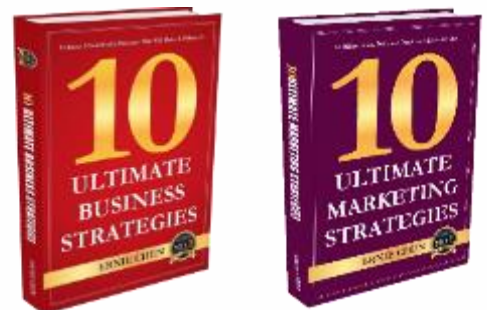
This program was designed based on the “10 Ultimate Business Strategies” and the “10 Ultimate Marketing Strategies” books specifically to help Senior Management and Business Owners of organizations to discover the Ultimate Business & Marketing Strategies that will help you understand the critical factors impacting your business right now, then refocus and realign with the business strategies you need for competing to win market share and mindshare. This program will help you to differentiate, drive and dominate a market niche and grow your business exponentially.

Workshop Learning Objectives

- You will learn the most important business & marketing strategies for your business that is current and relevant for your industry.
- You will learn to create multiple streams of revenue for your business.
- You will learn how to create differentiated marketing campaigns that deliver results.
- You will learn how to reduce your cost of doing business that is sustainable.
- You will learn how to make a difference through meaningful business propositions.

Who Should Attend?

- Chief Executives
- Directors
- Senior Management
- Business Owners



Authored by Ernie Chen

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 –1045	Morning Break
1300 –1400	Lunch
1530 –1545	Afternoon Break
1700	End of Workshop

Chronology applies for Day 1 and Day 2.

Training Methodology

The training methodology will include short lectures, role-plays, games, activities, presentations, discussions, case studies with continuous evaluation and real time feedback.

This training is **PSMB SBL-KHAS**

Facilitated & Marketed by:
ATCEN

This training is **PSMB claimable**
Subject to PSMB approval

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Workshop Outline

Business Strategy

A business strategy is the means by which it sets out to achieve its desired ends (objectives).

Strategy 1 - People

- Designing the right culture that drives performance to achieve desired results.
- Implementing the right hiring strategies and firing the wrong people from the team.
- Consistent & continuous mentoring, coaching, training & development for our people.
- Designing self directed, self driven & self motivated Objectives measured by KPIs.

Strategy 2 - Process

- Be clear on the business, organizational and departmental goals and objectives.
- Designing simple to follow processes that are customer focused and business friendly.
- Eradicate all layers of bureaucracy and unnecessary processes.
- Leverage on technology to systemize and automate processes.

Strategy 3 – Philosophy

- Clarity of the business directions to achieve business mission grounded by the right values.
- Moving from a vision focused business philosophy to a make a difference business philosophy.
- Designing the right business model that is profitable, meaningful and sustainable.

Strategy 4 – Personality

- Be clear and focused with the brand personality by staying true to your brand DNA. Not just bold and loud.
- Define your brand personality voice with the right tonality and choices of words that best represents your brand.
- Design and be consistent with your brand identifiers such as images, typography, colors, shapes and spaces.

Strategy 5 – Promise

- Creating consistent and continuous branded and memorable brand experiences.
- Define the experiences that you want your clients and customers to experience.
- Designing the experiences by playing with the 5 senses

Marketing Strategy

A marketing strategy is the method that a company creatively optimize on limited resources to increase sales, reduce cost and achieve differentiated competitive advantage.

Strategy 6 – Positioning (Marketing Story & Pitch)

- Differentiate with a purpose is the way forward for a strong positioning.
- The right differentiation can create the right blue ocean opportunity.
- Leveraging on the vertical growth strategy to dominate a niche.

Strategy 7 – Product (Marketing Disruption)

- Develop beyond a market driven product. Develop a disruptive product by disrupting your own products before you get disrupted.
- Leveraging on the disruptive technology platforms and new disruptive business models such as Facebook, Air BnB, UBER and many more.
- There are 4 ways to innovate on a product. Make it bigger. Make it smaller. Reverse it and flip it around.

Strategy 8 – Pricing (Marketing Mix 1)

- Develop a profit maximization pricing model to gain.
- Leveraging on the wholesale concept pricing.
- Leveraging on the retail concept pricing.

Strategy 9 – Place (Marketing Mix 2)

- The right place for the right business and model is critical for the success of your business.
- Leveraging on various distribution channels to gain market share.
- Leveraging on technology platforms to penetrate and capture market share.

Strategy 10 – Promotions (Marketing Mix 3)

- Identifying the targeted audience is the most important task
- Developing a targeted and engaging integrated marketing communications campaign is critical for the success of any business or product promotions.
- Promotions through Traditional & Digital Media Channels.

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Program Facilitator

Ernie Chen

**Asia's No. 1 Business Coach, Author,
TV & Radio Personality, International Speaker &
Serial Entrepreneur.**



Ernie serves as the President & Group CEO of the ATCEN Education, PORTMAN Education & outLOUD Entertainment, Media & Communication Group of Companies. Ernie graduated with a MA in Communication, BA in Mass Communication, Western Kentucky University, USA, and is a candidate for the Doctorate in Business Administration (DBA) from Asia e University, Malaysia. Ernie has more than 25 years of experience working with education, training, entertainment, events, media, communications, outsourcing, digital solutions and food & beverages industries.

Ernie is a TV & Radio personality, globally renowned international speaker and serial entrepreneur. He is better known as Asia's No.1 Business Coach by his peers, colleagues, customers, partners, friends and students for his enthusiasm in building people, brands, businesses and is one of the most powerful and influential speakers from Asia. Ernie is an expert, well-known persuasive communication, sales & service strategist and practitioner. He is also a world-traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences for businesses events. Ernie has also advised more than 500 corporate clients that include Multinational Corporations and Large Local Conglomerates such as Financial Services Institutions, Telecommunications, Property Developers, High Tech Industries, Hospitality, Retail, Education, Advertising and Entertainment.

Ernie has also produced Box Office Hit Movies, TV programs ranging from dramas, comedy, TV Commercials, Corporate Videos and he is also an award-winning director for both local and international screens. Ernie has worked in nearly every performing capacity as an announcer, reporter, talk show host, man-on-the-street, television presenter, actor, emcee, writer, producer and music producer. Ernie's intelligent wit, charm, spontaneity and performance style landed him roles in local sitcoms such as "Kopitiam," "Show Me The Money", "Each Other" and "Table For Two" and "The Firm." His success and achievements have been featured in TV1, TV2, TV3, NTV7, 8TV, Astro, Hitz FM, Fly FM, BFM, FHM Magazine, Channel V, The Edge, News Straits Times, Berita Harian, Harian Metro, The Star and The Sun Malaysian newspapers and numerous magazines.

Presently, Ernie is the owner of the following companies that include ATCEN Sdn Bhd (Business Training, Business Events & Business Advisory), ATCEN Communications Sdn Bhd (Brand, PR, Marketing Communication & Publication), ATCEN Ventures Sdn Bhd (Business Investment) ATCEN Digital Sdn Bhd (Digital Marketing Solutions), outLOUD Studios Sdn Bhd (Entertainment, Media & Communication), Training Touch Sdn Bhd (Training BPO), PORTMAN College Sdn Bhd (Higher Education Institution). PORTMAN Academy Sdn Bhd (International ICGCE), PORTMAN Education Sdn Bhd (International School) & Dreamtalents Media Sdn Bhd (Talent Search Portal).

ATCEN

For more information and details
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Program Facilitator

Jeremy Lee

Jeremy serves as CEO and Principal Consultant of ATCEN Sdn Bhd, and Group CFO for the ATCEN Group. ATCEN Group has business in Academic Education (PORTMAN College) and Corporate Training (ATCEN). He has been in the Corporate Training industry for over 16 years.



He is a Chartered Management Accountant (ACMA), Certified Accountant in Malaysia (MIA), Chartered Global Management Accountant (CGMA) and holds a MSc. in Engineering Business Management from Warwick University. He is currently pursuing his PhD in University Malaya. He is a Certified Personal Profiler and Human Job Analysis (Thomas International), Certified Trainer (PSMB) and Certified Master Trainer with Western Kentucky University. He is a Professional Speaker with the Malaysian Association of Professional Speakers (MAPS).

With more than 20 years of strategic and operational management experience, he has worked and been involved in numerous industries. He has conducted and facilitated thousands of individuals in the areas of Strategic Review, performance management, leadership skills, sales, negotiation skills, sales and service and communication skills. He has facilitated workshops in the region and is able to handle people from different backgrounds and management levels.

Over the years, Jeremy has been involved in numerous business. He has lead/ started and closed businesses was involved in mergers, acquisition, daily operations and disposals. He has held a variety of leadership and project management roles in various organizations prior to ATCEN. He was the Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Knowledge and Learning Management Division of a listed company, Special Project Manager for a Resort Group, Operation Head in a Resort in UK, Project Team Leader in a Technology startup firm with and also an Internal and External Auditor. He has also operated a Restaurant previously, a recruitment organization and also oversaw the operations of a 30 year old Association.

Additionally, he has collaborated with Accenture on a multi-million-Ringgit e-commerce project in the loyalty program industry. There, he gained the prestigious MSC status for the organization, played a pivotal role in the areas of strategic and operational planning, organizational structure, organizational change and the management of the project. He was also the project manager for the first ISO 9002:1994 certification for a vacation ownership company, worldwide.

Some of the companies he has worked with includes Alliance Bank, AIA, AMEX, AmBank, Axiata, Bacfree, Bank Islam, Bank Rakyat, Bank of Tokyo, Bank of China, Bank Negara, BD Agriculture BMW (M), BP, Celcom, Cerebos Asia Pacific, Comex Genesys, CNI, CIMB Bank, CMA-CGM, Danone Dumex, Dell, DHL Express, DHL IT, DiGi, e-Genting, EasyCall, EON, EPIC, ExxonMobil, Fibertex, Fuji Xerox, Great Eastern, EPIC-I, General Electric, Etiqa, Hitachi, Heitech-Padu, Hong Leong Bank, HP, IBM, IJM Properties, IOI Corp, Iraq South Oil, Inti University, KWSP, KWAP, Kenanga Investment Bank, Kings Confectionery, LaFarge Cement, Maybank, Mayban Assurance, MAA, MBF Cards, Merck, Mesiniaga, MLRe, MSIG, MYOB, Nike, Nokia, OCBC Bank, Petronas, Perodua, Philips, Proton, Polyplastic, PSDC, RHB Insurance, RHB Bank, Sapura Crest, Scomi, Siemens, Shell Trading, Shell SITI, SME Bank, SMECorp, SP Setia, SRG, Standard Chartered Bank, Spices and Seasoning, Sony Malaysia, Sony (PG), STAR Publications, Stemlife, Sunway Hospital, SWIFT, Taylors University, Telekom Malaysia, Telekom Sales and Service, TIME, TMTouch, TM Net, Tenaga Nasional Berhad, Tokio Marine, Toyota Autobody, TNT Express, UMW Toyota, UOB Bank, UMobile, Vsource, ZTE etc.

To Register or For More
Information

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email to **info@atcen.com**
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