



- ▶ effective strategic business planning

Date of Commencement: 19, 21, 26 & 28 Oct 2010
 Duration: 4 evening sessions
 Time: 7.00pm – 9.30pm
 Venue: IACT College
 Fees: RM350 per participant
 HRDF Training Grant: SBL

This workshop teaches participants to learn the importance of integrating the organisation's activities. They will also learn the importance of to be proactive to change, to improve productivity and profitability. There is a need to look within and outside the organisation to gauge one's level of competency and competitive position in the global environment.

Objectives:

Upon completion of this course, participants will:

- able to organize quantitative and qualitative information for scientific analysis to generate alternative business plans.
- able to objectively evaluate and decide on the appropriate strategies.
- able to initiate and implement the selected strategy for optimum results.

Contents:

- Importance of Strategic Business Planning in improving productivity and profitability of the organisation.
- Quantitative and qualitative analysis to generate alternative Business Plans.
- Business Planning Strategies.
- Selection of Strategies and Implementation.
- Evaluation.

Suitable for Strategic Planner, Business/Marketing Executives