

Learning Outcomes

Upon completion of programme, participants will

- Have developed a better understanding of the marketing planning process
- Gained confidence in developing their own marketing plan
- Deepened their understanding of important marketing concepts
- Have developed a draft marketing plan for a product/service of their choice

Who Must Attend.

Anyone that has interest in marketing, such as:

- Marketing / Brand Executives & Managers
- Non-Marketing Executives & Managers
- Planning teams of organisations / companies
- Entrepreneurs

Course Detail

Module 1: Key Issues

- What are they
- How to identify them: Problem Finding

Module 2: Key Strategies: Development Of Product Strategy

- Product vs Value Proposition
- Work out what your Value Proposition is to your top customer groups

Module 3: Key Strategies: Development Of Pricing Strategy

- Price Positioning vs Competitors
- Pricing Strategy Across Multiple Channels
- Managing Pricing to Trade

Module 4: Key Strategies: Development Of Distribution Strategy

- Getting your product to your consumer
- Your Universe
- Wholesaler and distributors
- Route to Market mapping

Module 5: Key Strategies: Development Of Promotion Strategy

- Prioritising your objectives
- Planning Your ATL activities
- Planning Your BTL activities

Module 6: Key tactics: Action Planning/Marketing Activities

- Putting your strategies into action plans
- Detailing your actions / KPIs

Methodology

- Intensive learning
- Case studies with group feedback
- Team presentation
- Hands on Practice
- Observation and Feedback

Course Leader



Trainer/Coach: Danny Yong, MBA, PCC-ICF

Business & Innovation Coach

EMBA (Innovation management) – Helsinki School of Economics
Professional Certified Coach – International Coaching Federation
Certified Simplicity Innovation Facilitator – Basadur Applied Creativity Canada
Certified trainer – Human Resource Development Fund HRDF

Danny has over 20 years of sales and marketing experience in the Asian region including 8 years in the world's no1 luxury company LVMH as GM in their Wines & Spirits division in HK. He has extensive Asian experience with 12 years based in Singapore and HK/Macau as well as regional stints covering North & South East Asia. In his career, he has stewarded more than 40 consumer brands – 8 world no1 brands and more than 10 new launches.

He earned his EMBA in Innovation Management with Helsinki School of Economics. He understudied his Professor, Dr Min Basadur in his Simplicity Thinking method of Innovation and is a Certified Simplicity Innovation Facilitator.

As a Business Coach for Malaysian government incubator Cradle Fund for 3 years, Danny has mentored 120 entrepreneurs as the Go-To-Market expert, including

- A pile testing company with a new testing method
 - Secured >RM1.5M in grants and RM500K in angel funding
 - Went from RM0 sales to RM2.4M sales by end 2016
- Wedding portal matching wedding vendors and brides
 - Secured 2015 RM1M in seed funding by VC and an angel
 - Secured 2016 USD\$2M Series A led by Gobi Partners

Other work he has done include

- He has lectured at UCSI University for 2 years+ in the areas of Marketing and Entrepreneurship
- He is an Executive Coach attached with Lee Hecht Harrison, a global coaching company
- He has completed close to 1000 hours of coaching, earning the PCC credential from International Coaching Federation
- He is also a HRDF certified trainer

Course Fee

Request For Quotation For In-House Programme

Certificate

Upon successful completion of this program, you will receive a Certificate of Attendance.

Certificates are distributed on the final day of the program.

Payment mode:

Please make payment to:

IKLIM PRIMA SDN BHD

Company Registration No: 1021120-M

BANK: MAYBANK

BANK ACCOUNT NO: 5124 8244 0204

1. BANK IN CHEQUE

Bank in and then scan the Bank-in slip and email to us before the course commence to confirm your seat.

OR Courier your cheque payment to our Finance HQ.

*Note that we DO NOT take any payments during the event.

3. BANK IN CASH: You can also pay by cash through bank-in our company bank account.

4. Interbank Transfer- You can also opt to use GIRO transfer.