

TRAINING ON

Techniques for Developing Strategic Marketing Plan



OBJETIVES:

In developing the marketing plan, this also provides an excellent review of the key elements of the marketing process:

- Determining the target market for your product or service,
- Dealing with target market's needs and wants,
- Then fulfilling those needs and wants better and better

Training Methodology:

To ensure the quality of the training and encourage participation, the training will focus less in theories and more in real practices and exercises. Mock negotiation will also be introduced in this course.

About the Trainer

Mr. OUL Van has considerable experience as a consultant and trainer in field of effective selling skills to develop selling and servicing for sale staff, and he has over 9 year experience in sale and marketing responsible for all aspects of marketing and selling. Plus to very professional experience, Mr. Van earned his MBA of Management from CHARLES STURT UNIVERSITY (Australia, MFE) and hold Bachelor of Business Administration in field of Marketing from National University of Management, Cambodia.

20-21 October 2009
TIME: 8:00 AM-5:00 PM
Venue: CAMFEBA
Language: Khmer

Terms and condition

Respective participants confirming their attendances are liable to payment in spite of being absent on the training day unless there is 3-day prior notice, as seats are reserved for them. **Payment SHALL be made before or on the training day.**

Registration: Mr. Chork Vuthy

Call 012 86 82 94 , 023-222-186

E-mail: training@camfeba.com

www.camfeba.com

**#44A, St.320, Sangkat Boeng
Keng Kang III, Khan Chamkar morn,
Phnom Penh, Cambodia.**

Deadline: 17 October 09

Course Content

The 10 Step Marketing Planning Process will include:

- *How to prepare a business review*
- *Identifying Problems and Opportunities*
- *Setting meaningful sales objectives*
- *Defining target markets*
- *Setting objectives and strategies*
- *Positioning against competition*
- *Making mix implementation tools*
- *Developing marketing plan budget*
- *Execution*
- *Evaluation*

Targeted Participants

This practical course is designed for marketing managers, executives, supervisors of medium and large firms. It's also for CEOs of smaller firms, who are vested with marketing responsibility and want to improve their marketing planning skills, and who are involved with the marketing of consumer products and services and business to business products and services.

Admission Fee: (Fee is inclusive of Lunch and learning materials. Certificate of completion provided)

- Direct Members and GMAC Members: **USD80/person**
- Members of BBAC, IBC, AAC, WASMB, MBCC, ACRA, CoRAA, CMA, and ICT-CAM: **USD 100/person**
- Non Member: **USD 150/person**

