

Strategic Business Growth

Boosting Market Share and Profitability through Business Expansion

28th - 29th September 2017
Kuala Lumpur, Malaysia

Major Benefits Of Attending – You Will Be Able To:

- **IDENTIFY** the key components that comprise an effective growth strategy
- **COMPREHEND** the importance and value of administering a current state analysis consisting of internal organisational competencies and external market opportunities
- **LEARN** how to craft a Strategic Growth Vision that will guide future business expansion pursuits
- **ACCUMULATE** business growth through common methodologies - new products, services, customer segments, and geographies – and learn when each makes most sense
- **UNDERSTAND** the pros and cons of generating business growth through strategic partnerships

Why you Should Attend?

By attending this two-day workshop you will learn how to craft a high potential business growth strategy that capitalises on marketplace opportunities while leveraging your organisation's unique competencies and competitive advantage. You will understand and appreciate the internally driven "organic" growth strategies (as opposed to acquisitive), including identifying new product or service opportunities, new customer segments, new distribution channels and new geographies. The workshop helps you focus on strategy development, organisational considerations such as implementation planning, employee engagement, and next-level marketing and business development.

You will discover how to identify or create your special market niche, how to initially contact a prospective client, gather the necessary data, reach agreement with the client (even before a proposal is offered), and even how to dominate and own the sector specific to your area of expertise in the marketplace.

Who Should Attend?

Directors, General Managers, Vice Presidents, Heads, Senior Managers, Managers, Analysts, Controllers and Executives of:

- ✓ Business Development
- ✓ Business Growth
- ✓ Business Planner
- ✓ Marketing
- ✓ Sales
- ✓ Strategic Planning
- ✓ Brand & Product Management
- ✓ Operation

Organized by: _____



WE SOLVE YOUR PUZZLE