

GS1 MALAYSIA MEMBERS CAPACITY BUILDING INITIATIVE

Jointly Organised by



80/20 MARKETING & SALES: GUIDE TO WORKING LESS & GETTING MORE

DATE: JANUARY 7 - 8, 2025 (WEDNESDAY - THURSDAY)

TIME: 9:00AM - 5:00PM

VENUE: ONLINE VIA ZOOM



MR PHANG WAI KHEONG

FREE FOR GS1 ACTIVE MEMBERS

ACTUAL TRAINING FEE = RM1,350/PAX

LIMITED SEATS AVAILABLE (FIRST COME FIRST SERVE BASIS)

In these uncertain times, allocating resources to maximise returns while minimising risks has become increasingly challenging. As such, the role of marketing in driving an organisation's business growth has become more critical than ever. It is essential for organisations to reassess their business plans and leverage marketing and sales as key drivers for future growth. The success or failure of an organisation largely depends on the development of an effective marketing & sales strategy. To stay ahead, organisations must anticipate current and future trends, understand their competitors, and devise strategies that not only outmanoeuvre the competition but also capture a larger market share, ultimately leading to increased sales.

KEY BENEFITS OF GS1 MALAYSIA - FMM INSTITUTE PROGRAMME:

- Recognise the current challenges and obstacles present in the marketplace
- Understand the concept of marketing and its significance in our daily lives
- Analyse trends using tools such as SWOT, PEST, and competitor analysis to inform better strategy development
- Create effective sales and marketing strategies tailored to the organisation's goals
- Adapt these strategies to align with evolving market demands and needs

COURSE OUTLINE:

- **Module 1:** Fundamentals of Marketing
- **Module 2:** Internal and External Environmental Scanning
- **Module 3:** Developing a Strategic Plan
- **Module 4:** Develop Product Strategies
- **Module 5:** Develop Pricing Strategies
- **Module 6:** Develop Promotional Strategies
- **Module 7:** Sales Strategies

TARGET AUDIENCE/GROUP:

For anyone who wants to expand their business

Please Register Here



For more information, please contact:

Mr Evance | Mr Farrez | Ms Aleesa

Tel: 082-332784 | Email: fmmsarawak@fmm.org.my