

A 2-day practical program on

# STRATEGIC BUSINESS PLANNING In Uncertain Times

**13-14 August 2009**  
GRAND MILLENNIUM HOTEL  
KUALA LUMPUR

- How To Effectively Prepare & Implement Business Plans



## TRANSFERRING PLANNING KNOW-HOW TO YOUR ORGANISATION

- Participants will undertake a self-assessment and open discussion on how to transfer their learnings used in the 2 days to their own organisations for individual implementation

## FOCUSING ON

- Introduction To The Malaysian Business Environment
- Strategic Thinking & Planning
- Setting The Business Direction
- Developing The Business Strategies To Achieve The Future Direction
- Finalising The Business Plan
- Effective Implementation Of The Business Plan

**“The general who wins the battle makes many calculations in his temple before the battle is fought.  
The general who loses makes few calculations beforehand”**

*Sun Tzu*  
The Art of War

## PROJECT OBJECTIVES

Planning is not about 'guesswork' but the outcome of a structured process using practical techniques to evaluate where we are now, where we want to get to in the future, and most importantly, how do we get there.

This 2-day course enables participants to be fully conversant with the concepts, practices and preparation of business plans and strategy.

## AFTER ATTENDING THIS PROGRAM, YOU WILL BE ABLE TO:

1. Master the 'McDonald' strategic planning model to deliver superior and achievable business plans, no matter what business you are in.
2. Align your unit/departmental strategies with your organisational objectives and vision.
3. Use the latest tools, techniques and approaches to business planning.
4. Learn to avoid common pitfalls and instead, adopt practical steps to make business planning a reality, not something to do and put away to forget.

## WHO SHOULD ATTEND

GMs/COOs, Senior to Mid-level Managers, Business or Functional Heads and those who are accountable for the successful implementation of business ventures or are new to strategic planning also all entrepreneurs. Does not require prior or specialised training in finance but some basic understanding or use of financial accounts would be helpful.

## DAY 1 Thursday, 13<sup>th</sup> August 2009

### 9.00 INTRODUCTION TO THE MALAYSIAN BUSINESS ENVIRONMENT

- From global financial crisis to economic recession
- Impact on the Malaysian business environment
- What is the business impact on your organisation?
- Implications for strategic planning
  - *individual exercises*
  - *team exercises*

10.30 Morning Coffee

### 10.45 STRATEGIC THINKING & PLANNING

- *What is strategic planning & why is it so important?*
- The corporate planning process
- From corporate to business planning
- Vision drives planning
- Creating competitive advantage
- The strategic planning framework
- Effective implementation is the key
  - *individual exercises*

1.00 Lunch & Zohor

### 2.00 SETTING THE BUSINESS DIRECTION

- *Determine business objectives for products, services & markets*
- Establish corporate vision
- Setting the long range financial goals
- Aligning the organisation using the balanced scorecard

- Assess the external business environment
- Evaluate competitiveness & competitors
- Undertake SWOT based on competitive advantages
- Visualise & assess the future business environment
- Mapping your products & services portfolio
- Determine marketing objectives
- Determine operational objectives
- Review your financial goals – have they been met?
  - *individual exercises*
  - *team exercises*

3.30 Afternoon Tea

### 3.45 CONT. SETTING THE BUSINESS DIRECTION

5.00 End of Day 1

## DAY 2 Friday, 14<sup>th</sup> August 2009

### 9.00 DEVELOPING THE BUSINESS STRATEGIES TO ACHIEVE THE FUTURE DIRECTION

- *How do we get there?*
- From business objectives to strategies- Developing marketing strategies
- Developing operational strategies
- Progress check – are they doable?
- Managing resources and funding requirements
- Short term quick-fixes and longer term corrective action
  - *individual exercises*
  - *team exercises*

10.30 Morning Coffee

### 10.45 **FINALISING THE BUSINESS PLAN**

- *Putting it all together*
- Prepare financial projections-  
Summarise the financial plan
- Agree milestones & KPI measurements-  
Writing the business plan
- Presenting the business plan
  - *individual exercises*
  - *team exercises*

1.00 Lunch & Zohor

### 2.00 **EFFECTIVE IMPLEMENTATION OF THE BUSINESS PLAN**

- *Making it work*
- Successful implementation is the key
- Project planning team & timeline
- Building commitment
- Monitoring implementation progress
- Critical success factors

3.30 Afternoon Tea

### 3.45 **TRANSFERRING PLANNING KNOW - HOW TO YOUR ORGANISATION**

Participants will undertake a self-assessment and open discussion on how to transfer their learnings used in the 2 days to their own organisations for individual implementation

5.30 Program Assessment & End Of Program



#### **PROGRAM FACILITATOR**

**VINCENT LOH**, Fellow of the Institute of Chartered Accountants in England & Wales (FCA), and Certified Professional Trainer (CPT-MIM).

He started his career with the audit profession in London, qualifying as a Chartered Accountant with Farrow Middleton (and was made a fellow in 1980) before joining the PA Consulting Group, based initially in Singapore and later in London. He was responsible for PA's financial, HR and administrative management of the Asian and later UK group whilst gaining experience as a management consultant. He was subsequently promoted in 1989 as commercial director of PA Technology based in Cambridge, England handling commercial negotiations and intellectual properties, in addition to managing the laboratory comprising state-of-the-art technology and staffed by scientists, engineers and technicians.

In 1994 he was headhunted to the position of Chief Financial Officer of FACB Berhad, a KLSE-listed public conglomerate based in KL. As part of his role, he was seconded along with other senior executives to head up the massive USD1.2 billion investment in Cambodia involving banking, education, trading and a casino business.

In early 1996 he was again headhunted to be General Manager, Corporate Services for Royal Selangor Group, the world's largest manufacturer and retailer of pewter and upmarket giftware with subsidiaries worldwide. In recognition of his leadership skills and improvements made to operational & HR management, he was subsequently promoted to Group General Manager with bottom-line responsibilities. During his tenure, the group was restructured and achieved its best ever-sales growth and profitability.

Capitalizing on his experience, he decided to leave and form his own business and management consultancy (Consult Alliance) at the end of 2001. Operating from Kuala Lumpur and Hong Kong, his clients range from training organizations to MNCs and public companies, located in Kuala Lumpur, Hong Kong, Singapore, Indonesia and the Philippines. Some of his clients include Pfizer Asia, Maxis Communications, Siemens Malaysia, Felda Holdings, Tenaga Nasional Berhad, Saujana Group, Lam Soon, PT Forta Group (Indonesia), Teamasia (Philippines), APAC (HK), Coutts Bank (Singapore), etc. He also runs various public seminars on financial and strategic topics in HK and Manila.

#### **METHODOLOGY**

Lectures, case studies, individual & team exercises and group discussions. Participants will learn to use the McDonald approach to strategic planning which incorporate the most useful elements of current strategic thinking associated with Balanced Scorecards and Blue Ocean.

# STRATEGIC BUSINESS PLANNING IN UNCERTAIN TIMES

13-14 AUGUST 2009 | KUALA LUMPUR

BAYARAN POS JELAS  
POSTAGE PAID  
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KUALA LUMPUR  
MALAYSIA  
NO. WP 0257

Please fax us the completed registration form

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46A-6, Mentari Business Park, Jalan PJS 8/2, Bandar Sunway 46150 Petaling Jaya Selangor, Malaysia

Update your details at [www.cmtevents.com](http://www.cmtevents.com)

Photocopy Registration Form to Preserve Brochure Copy, August 2009

## CMT'S 2009 KL EVENTS

### Measuring & Maximizing Your Human Resource Asset For Profit Improvement & Business Growth

27-28 May 2009 | Kuala Lumpur

### Building & Common Property (Maintenance & Management) Act 2007

28 May 2009 | Kuala Lumpur

### Effective Tools In Managing Financial Performance Measurement For Profit Improvement

28-29 May 2009 | Kuala Lumpur

### Advanced Excel Spreadsheet Skills

15-16 June 2009 | Kuala Lumpur

### Pengagihan Dan Pemasangan Sistem Bekalan Elektrik

24-25 Jun 2009 | Petaling Jaya

### Re-Structuring Corporate Cash Flow And Treasury Management In Challenging Times

24-25 June 2009 | Kuala Lumpur

### Strategic Cost Management For Pricing Decision & Profit Maximisation

22-23 June 2009 | Kuala Lumpur

### 5 Steps To Outstanding Customer Experience Management

2-3 July 2009 | Kuala Lumpur

### Predictive Maintenance Techniques

13-14 July 2009 | Kuala Lumpur

### Managing Your Project Costs Control Effectively

20-21 July 2009 | Kuala Lumpur

### Smart Marketing To Counter Recession And Prepare For Better Times

21-22 July 2009 | Kuala Lumpur

### Financial Management During Difficult Times

22-23 July 2009 | Kuala Lumpur

### Leveraging Supply Chain Management

22-23 July 2009 | Kuala Lumpur

### Microsoft Project Management Essentials

22-23 July 2009 | Kuala Lumpur

### COSO Internal Control Framework & Enterprise Risk Management

27-28 July 2009 | Kuala Lumpur

## HOW TO REGISTER

ONLINE: [www.cmtevents.com](http://www.cmtevents.com)  
EMAIL: [adminkl@cmisp.com.sg](mailto:adminkl@cmisp.com.sg)  
FAX: (603) 2162 6393  
TEL: (603) 2162 7322  
POST TO: Lot 7.03, 7th Floor, North Block,  
The Ampwalk, 218 Jalan Ampang,  
50450 Kuala Lumpur

## FEES

The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

1 Person	Group fee per person for 3 or more* (from the same company)
RM1895	RM1395 (MIN SAVINGS OF RM1500)

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

## PAYMENT

### By Telegraphic Transfer

ACCOUNT NAME:

**Centre for Management Technology Sdn Bhd**

A/C No: **3 - 0903390 - 12**

BANK: Public Bank Berhad

BRANCH: Grd Floor, Menara Public Bank  
Jalan Ampang

swift code: PBBEMYKL

*TT must include additional RM10 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.*

CHEQUES: Crossed & payable to

**"Centre for Management Technology Sdn Bhd"**

## CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to your career.

## COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,

Morning Coffee: 10.30 am,

Lunch: 1.00 pm to 2.00 pm,

Tea Break: 3:30 pm, Course Ends: 5.00 pm

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