



A 2-day intensive program on

24-25 MAY 2010

JW MARRIOTT HOTEL,
KUALA LUMPUR

MARKET-DRIVEN BUSINESS PLANNING

- Preparing & Implementing Your Robust
Business Plans

OVERVIEW

The economic recovery in Malaysia is still fragile and we are now in uncharted waters as companies re-evaluate their business positioning, markets and competitive threats. It becomes imperative that managers adopt a disciplined and systematic approach when planning for either business recovery or expansion, with as little room for 'guesswork' as possible.

PROGRAM OBJECTIVES

Planning is the outcome of a structured process using practical techniques to evaluate where we are now (strategic analysis), where we want to get to in the future (business objectives), and most importantly, how do we get there (business strategies).

This 2-day practical workshop enables participants to be fully conversant with the market-driven concepts, practices and methodology and be able to prepare robust business plans using the McDonald Planning Roadmap and involving an interesting case study and business game.

FOCUSING ON

- Introduction To The Malaysian Business Environment
- Strategic Thinking & Planning
- Setting The Business Direction
- Undertaking A Business Plan (Part 1)
- Developing The Business Strategies To Achieve The Future Direction
- Finalizing The Business Plan
- Undertaking A Business Plan (Part 2)
- Effective Implementation Of The Business Plan

WHO SHOULD ATTEND

All entrepreneurs, 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 business planning. Does not require prior or specialised training in finance but some basic understanding or use of financial accounts would be helpful.

METHODOLOGY

Lectures, individual exercises, team exercises and group discussions using a real-life case study (Toy Helicopters) and applying the learning gains step-by-step to the Helicopter Business Game.

Participants will learn to use the McDonald approach to business planning which incorporate elements of current strategic thinking associated with Balanced Scorecards and Blue Ocean Strategy.

METHODOLOGY

Interactive lectures, overview of multi-national profiles, group discussions, case studies, Q & A session

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Post to: Lot 7.03, 7th Floor, North Block,
The Ampwalk, 218 Jalan Ampang
50450 Kuala Lumpur