

A 2-day intensive program on

MARKET-DRIVEN BUSINESS PLANNING

- Preparing & Implementing Your
Robust Business Plans

24-25 MAY 2010

JW MARRIOTT HOTEL,
KUALA LUMPUR

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

PLUS:

- Transferring Planning Know-How To Your Organization
- Exercises And Group Discussions Using A Real-Life Case Study
- Using The Mc Donald Approach To Business Planning Which Incorporate Elements Of Current Strategic Thinking Associated With Balanced Scorecards And Blue Ocean Strategy.

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.

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.

DAY 1 Monday, 24th May 2010

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 organization?
- Implications for strategic planning
 - group discussion

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 exercise

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 organization using the balanced scorecard
 - Assess the external business environment
 - Evaluate competitiveness & competitors
 - Undertake SWOT based on competitive advantages

- Visualize & 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
 - team exercises

3.30 Afternoon Tea

3.45 UNDERTAKING A BUSINESS PLAN (PART 1)

- Applying learning gains to a case study & business game
- Introduction to the Toy Helicopter
 - Setting the Toy Helicopter Business Direction (team exercise)

5.00 End of Day 1

DAY 2 Tuesday, 25th May 2010

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
 - individual
 - team exercises

10.30 Morning Coffee

10.45 FINALISING THE BUSINESS PLAN

Putting it all together

- Prepare financial projections
- Summarize the financial plan
- Agree milestones, KRAs & KPI measurements
- Writing the business plan
- Presenting the business plan
 - individual
 - team exercises

1.00 Lunch & Zohor

11.45 **UNDERTAKING A BUSINESS PLAN (PART 2)**

Team exercise applying learning gains to Toy Helicopter Business

- Strategizing how to achieve the Toy Helicopter Business Objectives
- Preparing the financial projections
- Presenting the business plan

1.00 Lunch & Zohor

2.00 **EFFECTIVE IMPLEMENTATION OF THE BUSINESS PLAN**

Making it work

- 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 learning used in the 2 days to their own organizations for individual implementation

5.00 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.

AFTER ATTENDING THIS PROGRAM, YOU WILL BE ABLE TO:

1. Apply the 'McDonald' Business Planning Roadmap to deliver superior and achievable strategic goals, no matter what business you are in.
2. Use practical and robust tools, techniques and approaches to business planning.
3. Align your unit/departmental strategies with your organisational objectives and vision.
4. Learn to avoid common pitfalls.
5. Adopt practical steps to make business planning a reality, not something to do and put away to forget

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.

MARKET-DRIVEN BUSINESS PLANNING
- PREPARING & IMPLEMENTING YOUR ROBUST BUSINESS PLANS

24-25 MAY 2010 | KUALA LUMPUR

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Photocopy Registration Form to Preserve Brochure Copy, May 2010

CMT'S 2010 KL EVENTS

- **Financial Strategies For Managing Costs, Growing Revenues & Increasing Cash Flows**
23-24 February 2010 | Kuala Lumpur
- **Rekabentuk Sistem Bekalan Elektrik**
24-25 February 2010 | Kuala Lumpur
- **Advanced Excel Spreadsheet Skills**
8-9 March 2010 | Kuala Lumpur
- **Practical Project Management For Mechanical, Electrical And Instrumentation Engineers**
22-23 March 2010 | Kuala Lumpur
- **Best Practices In Presentation Of Financial Statements And Annual Reports**
22-23 March 2010 | Kuala Lumpur
- **Predictive Maintenance & Trouble Shooting – Pumps & Compressors**
29-30 March 2010 | Kuala Lumpur

- **Financial Analysis For Non-Finance Managers**
19-20 April 2010 | Kuala Lumpur
- **Storage Tanks**
19, 20, 21 April 2010 | Kuala Lumpur
- **Gum - Guide To Expression Of Uncertainty In Measurement**
21-22 April 2010, Grand Millennium Hotel, KL
- **Corporate Governance For Effective Fraud Prevention**
21-22 April 2010 | Kuala Lumpur
- **Boilers – Design, Construction, Commissioning, Operations, Maintenance & Repair**
22-23 April 2010 | Kuala Lumpur

HOW TO REGISTER

ONLINE: www.cmtevents.com
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 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 RM75 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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