

# Local Business Development Program 2011

## Build Your Business To The Next Level

Workshop 2

15 June 2011, Negara Brunei Darussalam

An event by



Proudly partnered by



# Local Business Development Program 2011

9:00am	Arrival & Registration of participants
9:30am – 9:45am	Morning Refreshments Welcoming Remarks
9:45am – 11am	Recap & discuss lessons and issues <ul style="list-style-type: none"><li>• From Workshop 1</li><li>• During preparation for Workshop 2 – SWOT analysis and vision</li></ul> Set scene for case studies: Business to Business (B to B); B Business to Consumer (B to C) <ul style="list-style-type: none"><li>• Determine SWOT Analysis &amp; Vision, business model considerations</li></ul>
11am – 11.15am	<b>Coffee Break</b>
11.15am – 12.30pm	Work-through Balanced Scorecard for case studies <ul style="list-style-type: none"><li>• Financial Perspective</li><li>• Customer Perspective – target customers &amp; expectations</li></ul>
12:30pm – 1: 30pm	<b>Networking Lunch</b>
1:30pm – 2:00pm	<b>Conversation with BSP</b>
2:00pm– 5:00pm	Work-through Balanced Scorecard <ul style="list-style-type: none"><li>• Customer Perspective – Differentiators; Target customer perceptions &amp; behaviour</li><li>• Process Perspective – Marketing &amp; Sales Processes</li></ul>
5:00pm	Workshop concludes

# Workshop Overview & Scene Setting

## Build Your Business To The Next Level

Workshop 1: Appreciate your current performance and decide where you want to go

Workshop 2: Understand and attract your target customers

Workshop 3: Build your business capabilities to deliver, and delight customers

# Recap & Discuss Lessons and Issues

- From Workshop 1
- During preparation for Workshop 2 – SWOT analysis and vision Coverage during workshops
- Ground rules
- Introduction
  - Your name
  - Your company & industry
  - One sentence that describes your career journey to-date
  - The one thing you wish to take away from the workshops

# Ground Rules

- Have fun
- Do not judge questions
- There is no wrong answer
- Ask, ask & ask. If you still do not understand ...
- Keep checking to what you wish to achieve from the workshop –

*PreW1 Doc1*



- I have never in my life learned anything from any man who agreed with me - Dudley Field Malone
- Your most unhappy customers are your greatest source of learning – Bill Gates
- Other ground rules ... be honest with ourselves ... *(e.g. data)*



# Reference Slides from Workshop 1 on 12 May 2011

# SWOT Analysis

List SWOT components & match appropriate strategies for your business

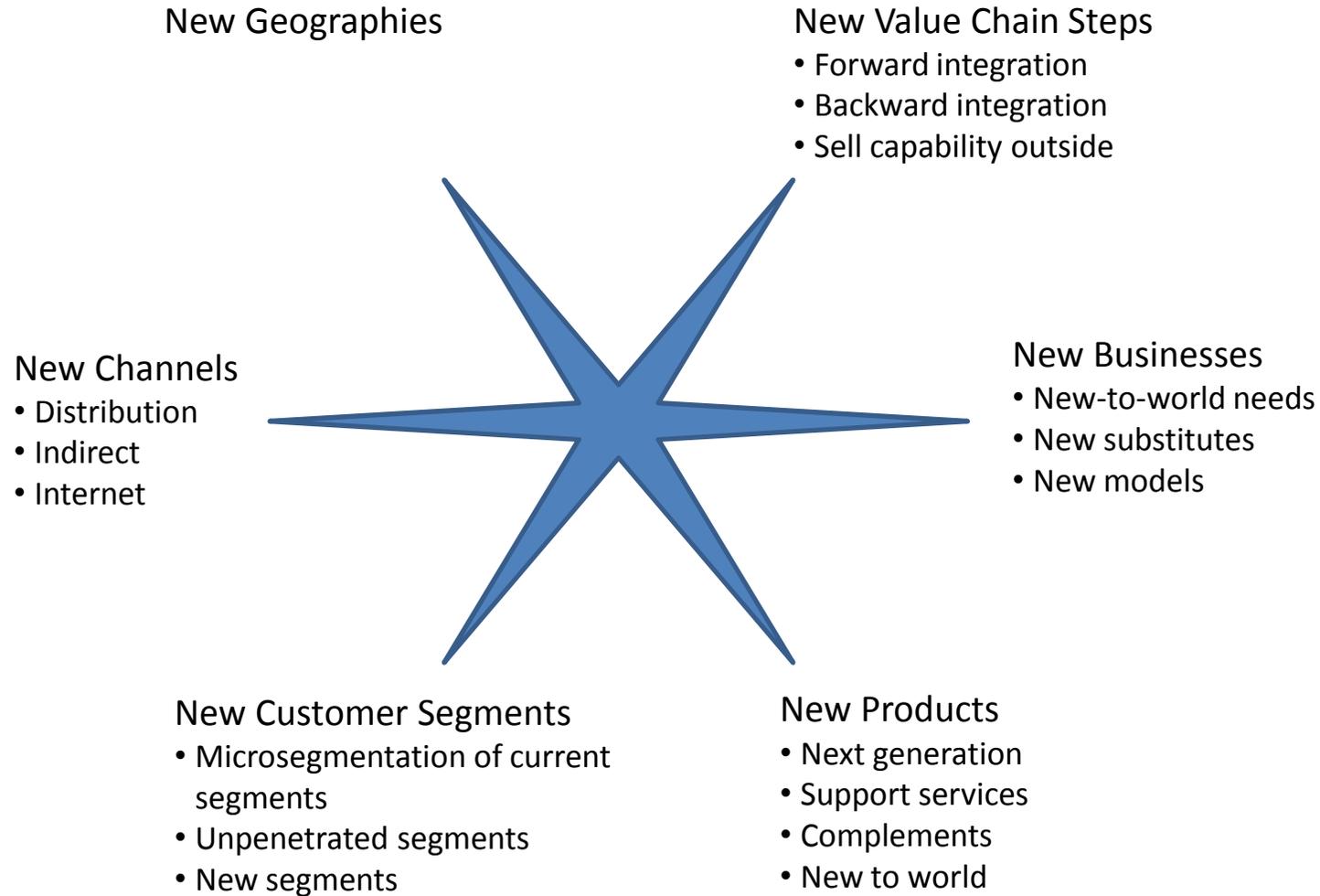
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<u>Threats</u> 1. 2. 3.	Use strengths to mitigate (external) threats	Work out plan to prevent weaknesses from making business highly susceptible to threats

# Vision Statement Components

From inputs in slide on SWOT , populate the following table, starting with the column on the left. This is an iterative

1. We will exploit our key strengths  e.g. strong network; track record / brand name in the niche area	2. To take the following action  e.g. Participate the new regional project with ...	3. So that we will achieve the following goals  e.g. Grow a new offshore revenue stream to reduce reliance on ...	4. And the following financial goals  Group revenue of \$10m and profit of \$2m by 2013
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2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

# Exploring Adjacencies



# CASE STUDY – Charles & Keith

<b>Founders:</b>	Charles Wong (currently Director) and Keith Wong
<b>Country/ State:</b>	Singapore
<b>Industry:</b>	Retail- Shoes, Bags and Accessories
<b>Profiles of founders:</b>	Though Charles Wong is an ‘accidental’ entrepreneur, he has become one of Singapore’s most celebrated businessmen. Armed with only ‘O’ Levels and a desire to start his own women’s shoe brand, he and his brother have since built a multimillion-dollar business empire whose products are sold internationally. Over the years, he was conferred with several awards that recognized his entrepreneurial spirit.

## The Beginnings

- From young, Charles Wong and Keith Wong worked in their parents' shoe shop
- Realizing that foreign shoes were expensive and ill-fitting for the small feet of Asian women, and armed with some savings, they started their eponymous shoe label - Charles & Keith where fashionable and trendy shoes are sold at affordable prices.



# CASE STUDY – Charles & Keith

## Milestones

1996: First Charles & Keith store opened in Amara Shopping Centre. 4 more stores were added within 2 years.

2000: Embarked on its international venture

2004: Pioneered the online store business

2004: The first ladies footwear retailer to operate in Singapore Changi Airport and successfully introduced its handbags collection.

2006: Extended its brand line Pedro that was successfully introduced in Singapore.

2007: Launched its accessories collection, comprising shades and belts. The brand also launched a product line extension, The Signature Label, in Singapore and Indonesia.

2007: Pedro also successfully introduced its accessories collection comprising carry wear and belts into the market

2008: Pedro made its first debut for the ties and wallets collections, signaling new signs for its trendy accessories collections.

As of January 2009, there were 160 Charles & Keith stores located in the prominent shopping districts across the world in 22 major cities like Cairo, Jakarta, Dubai, Manila, Kuala Lumpur and Ho Chi Minh.

# CASE STUDY – Charles & Keith

## Success Factors

### Fashionable and trendy products at affordable prices

- Dedicated to the young and trendy,
- Develop and produce a distinctive line of designs that caters to market sentiments
- R&D team regularly travels to fashion cities to study and understand the latest fashion trends, designs and merchandising.
- Affordability: Use polyurethane and other synthetic materials. Manufacturing plants are in Malaysia and China.

### Listening to customer feedback:

- Wong's business decisions were very much influenced by customer feedback.
- He says, "We were told that in Muslim countries, the majority of the women are dressed in black from head to toe, hence they prefer to buy matching items such as shoes with bags or shoes with accessories (sunglasses, belts)." The accessories collection now accounts for 30% of the business.

### Investing in training, research & development

- Great believers in training and R&D.
- "We do a lot of in-house training. We set goals and motivate our staff to achieve them. We are always communicating with them so we can understand their problems and share our vision for the company with them."
- Apart from staff training, the company spends a lot of time and money on their R&D team (10 shoe designers). "We give them the opportunity to go to places all over the world to get inspiration to design things for the international market. We understand that they need to constantly travel around to see what's the latest trend, colors, etc."

# CASE STUDY – Charles & Keith

## Success Factors – cont'd

### Growth through franchise model

- All except of C&K's international stores except Japan & Taiwan are guided by its franchise model.

### Big Vision

- Wong's vision for Charles & Keith is ambitious. He aims to open 500 stores globally by 2012.
- He wants to have a centrally controlled vertical distribution system in strategic locations and a powerful IT infrastructure. He plans to build a training school for the staff. The company planned to hit \$96 million in year 2008; actual sales turned out to be above \$97 million.

Note: The overseas business interests of Charles & Keith worldwide are managed by the Charles & Keith International division and guided by its franchise model while Japan and Taiwan are served by the distributors.

# CASE STUDIES TO WORK THROUGH

- Business to Consumer
- Business to Business

# SWOT Analysis

List SWOT components & match appropriate strategies for your business

	<u>Strengths</u>	<u>Weaknesses</u>
	1. 2. 3.	1. 2. 3.
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# Strengths & Weaknesses

Area	What is done well	Areas for improvement
<p><b><u>Leadership</u></b>            Clear &amp; compelling organization purpose, vision &amp; values focusing on key stakeholders, learning &amp; innovation</p>		
<p><b><u>Planning</u></b></p> <ol style="list-style-type: none"> <li>1) Use, analyze &amp; capitalize on internal &amp; external info to develop strategies</li> <li>2) Establish short-term strategies &amp; goals</li> <li>3) Establish long-term strategies &amp; goals</li> <li>4) Set stretch goals based on benchmarks or customer requirements</li> <li>5) Develop action plans aligned to strategies &amp; goals</li> <li>6) HR planning</li> <li>7) Risk Management Process &amp; Organizational Resilience (BCM)</li> </ol>		

# Strengths & Weaknesses

Area	What is done well	Areas for improvement
<p><b><u>Information</u></b></p> <ol style="list-style-type: none"><li>1) Identification, collection &amp; evaluation of information (KPIs &amp; Productivity Indicators) for improvement</li><li>2) Analysis of competitors</li><li>3) Ensure info is easy to access &amp; disseminated quickly to employees, suppliers / partners &amp; customers</li><li>4) Use comparative &amp; benchmarking info to improve processes, set stretch goals, &amp; encourage breakthrough improvements</li><li>5) Use of ICT</li><li>6) Protection of Intellectual Property</li></ol>		

# Strengths & Weaknesses

Area	What is done well	Areas for improvement
<p><b><u>People</u></b>            Aligned to corporate objectives &amp; values</p> <ol style="list-style-type: none"> <li>1) Identification of future manpower needs</li> <li>2) Recruitment &amp; selection</li> <li>3) Planning for learning &amp; development</li> <li>4) Competitiveness of compensation &amp; benefits</li> <li>5) Assessment &amp; reward for employees' performance:</li> <li>6) Career Planning for all levels of staff</li> <li>7) Develop strategies &amp; mechanisms to encourage employee involvement &amp; commitment in improvement &amp; innovation</li> </ol>		

# Strengths & Weaknesses

Area	What was done well	Areas for improvement
<p><b><u>Processes</u></b></p> <ol style="list-style-type: none"> <li>1) Well-defined key &amp; support services</li> <li>2) Design &amp; introduction of new products &amp; services               <ul style="list-style-type: none"> <li>• Generate, gather &amp; screen creative ideas from all sources</li> <li>• Incorporate changing customer / market requirements in the new product / service design</li> </ul> </li> <li>3) Use technology for innovation &amp; process redesign for productivity &amp; profitability               <ul style="list-style-type: none"> <li>• Incorporate new technology &amp; knowledge in the new product / service design &amp; introduction process</li> </ul> </li> <li>4) Adoption of quality, environment &amp; safety management systems</li> <li>5) Strong suppliers &amp; partners who fit into the organization's overall strategy</li> </ol>		

# Strengths & Weaknesses

Area	What was done well	Areas for improvement
<p><b><u>Customers</u></b></p> <ol style="list-style-type: none"> <li>1) Clearly defined market &amp; customer segments</li> <li>2) Clear current &amp; future customer/market requirements for each segment</li> <li>3) Building &amp; maintaining of customer relationships</li> <li>4) Provide customers with easy access to conduct business with the organization &amp; make complaints</li> <li>5) Ensure customer complaints are resolved &amp; analysed for improvements</li> <li>6) Gather &amp; analyse info on customer satisfaction &amp; retention</li> <li>7) Development of marketing strategies</li> </ol>		

# Strengths & Weaknesses

Area	What was done well	Areas for improvement
<p><b><u>Performance Indicators</u></b></p> <ol style="list-style-type: none"> <li>1. Customer           <ul style="list-style-type: none"> <li>• Improvement trends &amp; targets met for customer satisfaction &amp; retention indicators</li> <li>• Improvement trends &amp; targets met for product &amp; service performance indicators</li> </ul> </li> <li>2. Financial           <ul style="list-style-type: none"> <li>• Improvement trends &amp; targets met for financial performance indicators</li> <li>• Improvement trends &amp; targets met for marketplace indicators</li> </ul> </li> <li>3. People           <ul style="list-style-type: none"> <li>• Improvement trends &amp; targets met for satisfaction indicators</li> </ul> </li> <li>4. Operations           <ul style="list-style-type: none"> <li>• Improvement trends &amp; targets met for the performance indicators of key business &amp; support processes</li> </ul> </li> </ol>		

# Opportunities



## SUMMARY OF TARGETED INDUSTRY CLUSTERS

<p><i>Tapping on our Hinterland</i></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Pharmaceuticals</b> e.g. vaccines</p> </div> <div style="text-align: center;"> <p><b>Vitamins &amp; Supplements</b></p> </div> <div style="text-align: center;"> <p><b>Food &amp; Food Ingredients</b></p> </div> </div>			<p><i>Focus on Emerging New Technologies</i></p> <div style="text-align: center;"> <p><b>New Materials</b> e.g. polymers, high perf. plastics</p> </div>	
<p><i>Adding Value to Brunei's Resources</i></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Petrochemicals</b></p> </div> <div style="text-align: center;"> <p><b>Integrated Petrochemical Refinery</b></p> </div> <div style="text-align: center;"> <p><b>Renewable Energy</b> e.g. solar</p> </div> </div>			<div style="text-align: center;"> <p><b>Biomedical Engineering</b></p> </div>	
<p><i>Regional Hub for Information &amp; Communication</i></p> <div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"> <p><b>Software Dev / New Media</b></p> </div> <div style="text-align: center;"> <p><b>Data Centre/ Disaster Recovery Centre</b></p> </div> <div style="text-align: center;"> <p><b>Wireless Communication</b> e.g. RFID, GPS</p> </div> <div style="text-align: center;"> <p><b>Multimedia &amp; Game Development</b> e.g. Apple, Android, Linux</p> </div> </div>				<div style="text-align: center;"> <p><b>Biotechnology</b></p> </div>
<p><i>Growing our Supporting Industries</i></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Air &amp; Sea Logistics</b></p> </div> <div style="text-align: center;"> <p><b>Aviation Support Services</b></p> </div> <div style="text-align: center;"> <p><b>Marine Support Services</b></p> </div> <div style="text-align: center;"> <p><b>Oil Field Services</b></p> </div> </div>				<div style="text-align: center;"> <p><b>Nanotechnology</b></p> </div>

# Opportunities

## Downstream Oil & Gas



- Built & developed Sungei Liang Industrial Park (SPARK) which is a world-class petrochemical hub
- Includes manufacturing of methanol products & subsequent exports

## Hospitality & Tourism



- Strategy is to carve out niche in ecotourism & medical tourism
- Targeted at newly wealthy tourists from East Asia, especially China
- Tasek Merimbun & Ulu-ulu Temburong are being promoted as Ecotourism Sites
- Boasts high-quality medical centres for cancer & cardiac care

## Halal Products



- Established Ghanim International Food Corporation to market Brunei Halal Brand
- Working towards setting up halal pharmaceuticals & cosmetics industries

# Opportunities

## Business & Financial Services



- Bandar Seri Begawan is the key financial centre
- Ministry of Finance is focused in promoting Brunei as an International Islamic Financial Centre
- Instrumental in developing the Sultanate's capital markets to boost liquidity & growth of Brunei's economy

## Transport & Logistics



- Developed Pulau Muara Besar into a deep sea container port
- Houses an Integrated Refinery, Marine Supply Base for the benefit of Oil & Gas-related businesses
- Manufacturing complex for major industries (eg. aluminium smelter & export processing zone for Halal products) in the pipeline

## Info Comm Tech



- Set up iCentre (Entrepreneurial Incubation Centre) & Knowledge Hub to facilitate knowledge-based ventures among SMEs
- Also to facilitate provision of research grants & seed capital
- Annual Brunei ICT Awards established to stimulate innovation & creativity

# Opportunities

prime.news

THE STRAITS TIME SATURDAY, MAY 21 2011 PAGE A33

## Shell to build largest floating gas plant

### World's first such LNG facility targeted at soaring Asian demand

**AMSTERDAM:** Royal Dutch Shell said yesterday that it will build the biggest floating man-made object ever, a natural gas processing plant longer than four football fields and more massive than any aircraft carrier.

The Prelude will also be the world's first floating liquefied natural gas (LNG) plant, and is targeted at soaring Asian demand.

The plant will be made of 200,000 tonnes of steel - five times more than Sydney's famed Harbour Bridge, Shell said. When fully equipped and with its storage tanks full, it would weigh around 600,000 tonnes - about

six times as much as the largest aircraft carrier.

Shell claimed the plant will be able to withstand Category 5 cyclones, the worst type of storms, and is planned to remain moored above the Prelude gas field for 25 years after completion.

The Australian government last year gave environmental approval for Shell to install the revolutionary 488m vessel off the country's sparsely populated north-west coast.

The technology will allow the company to develop offshore gas fields that otherwise would be too costly to develop, said Mr Malcolm Brinded, Shell's executive director for international exploration and production. "Our decision to go ahead with this project is a true breakthrough for the LNG industry, giving it a significant boost to help meet the world's growing demand for the cleanest-burning fossil fuel," he said.



An artist impression of Shell's Prelude floating LNG project, set to be longer than four football fields and more massive than any aircraft carrier. PHOTO: REUTERS

Moored some 200km out to sea, the plant is designed to take in the equivalent of 110,000 barrels per day in gas from off-

shore fields, and liquefy it on board by cooling.

Other floating vessels have been discussed for deep-water projects around the world but Shell's final investment approval for its Prelude development is a global first. Shell said the decision means that it can start detailed design and construction, in a shipyard in South Korea.

The development is particularly relevant for Australia, believed to have stranded gas reserves worth hundreds of billions of dollars. The plant would be towed to each spot and temporarily anchored to the seabed. Mr Brinded said tankers could carry the LNG from the vessel to customers by 2017.

Shell plans US\$30 billion (S\$37 billion)

in various investments in Australia over the coming five years, the firm has said.

Australia's Resources Minister, Mr Martin Ferguson, said the project will benefit the country's economy by creating around 1,000 jobs and contributing A\$12 billion (S\$15.8 billion) in tax revenues over 25 years.

LNG producers are scrambling to meet rapidly growing Asian demand, particularly from China and India.

There is also increased LNG demand from Japan after the tsunami took several nuclear reactors offline. The impact of the tsunami may result in Japan bumping up LNG imports by 7 million to 8 million tonnes from 70 million tonnes last year.

China imported just over 9 million tonnes of LNG last year, but its consumption is expected to rocket five-fold to 46 million tonnes by 2020.

ASSOCIATED PRESS, AGENCE FRANCE-PRESSE, REUTERS

# Vision Statement Components

From inputs in slide on SWOT, populate the following table, starting with the column on the left. This is an iterative

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# Clarify Your Product & Service Offerings; Target Customers

Case study

Explicit understanding of who your customer is; why he buys from you.

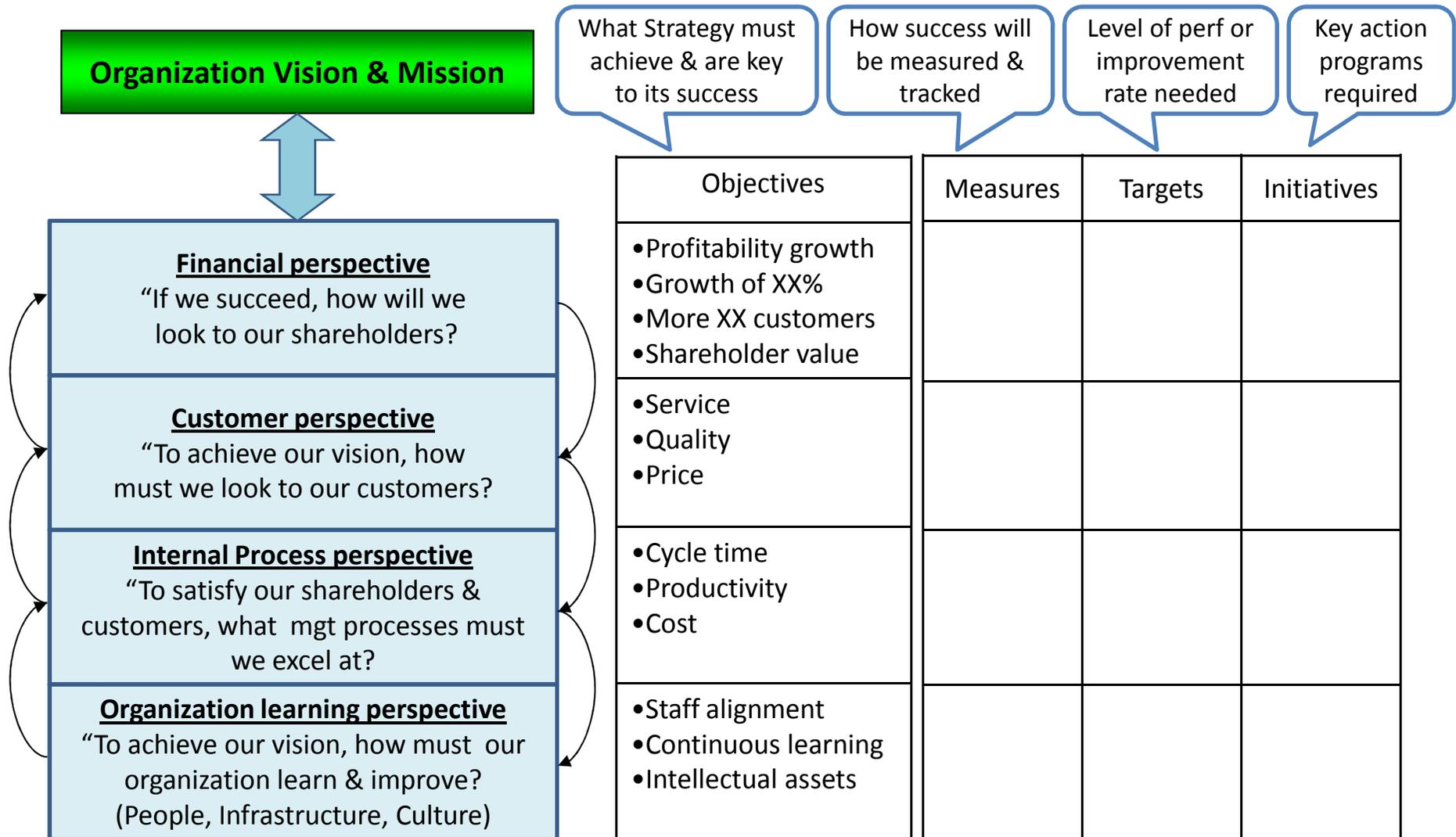
1. List your products & services – what they are & what they do, i.e. **your business as seen by the customer**
2. Define possible Market Segments for your products & services
3. Estimate for each Product /Service-Target Market segment, possible (a) Revenue; (b) Volume; (c) Margins
4. Decide on Primary target market & Secondary markets

	2. Target Market		
1. Products/Services			

# Local Business Development Program 2011

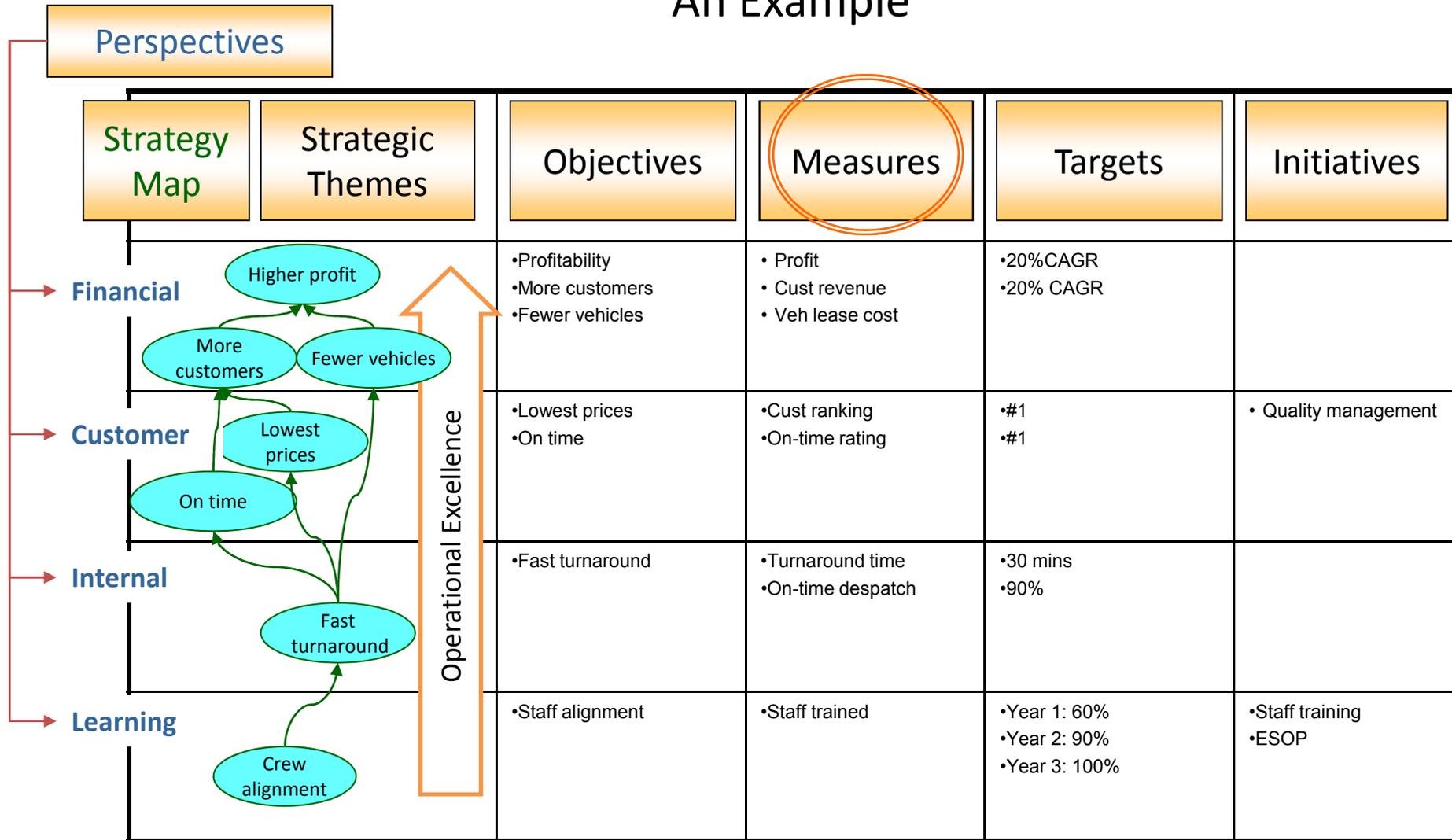
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# Recap Balanced Scorecard – Basics



# Recap Balanced Scorecard

## An Example



# Balanced Scorecard

## Strategy Map & Strategic Themes

### Strategy Map

- The visual representation of strategy (a hypothesis)
- A way to define 'discrete' components of strategy
- The basis for resource prioritization
- The guide to setting meaningful measures

### Strategic Themes

- Themes represent the 'how' in strategy (have a 'doing thrust')
- Typically there will be between 3 & 5 key themes
- Too many themes may indicate a fragmented strategy
- Categories
  - Build new business opportunities
  - Increase customer value
  - Achieve operational excellence
  - Be a good corporate
- Examples
  - Expand into overseas markets
  - Develop new product lines
  - Grow through vertical integration

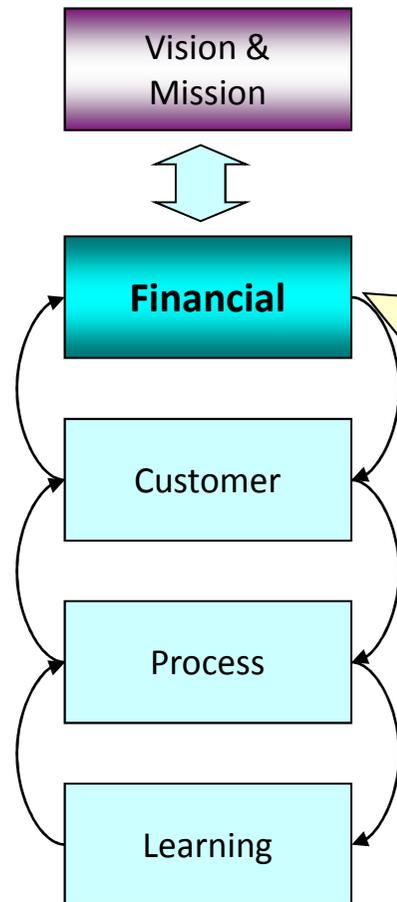
# Balanced Scorecard

## Some Indicators of Good Scorecard

1. Executive Involvement
  - Strategic decision makers must validate & own the strategy & relevant measures
2. Cause & Effect relationships
  - Every objective selected should be part of a chain of cause & effect linkages that represent the strategy
3. Balance between Outcome & Leading measures
  - This is to facilitate anticipatory management
4. Financial linkage
  - Every objective can ultimately be related to financial results
5. Linkage of Initiatives & Measures
  - Each initiative should be based on a gap between As-Is & target

# Balanced Scorecard

## Financial Perspective

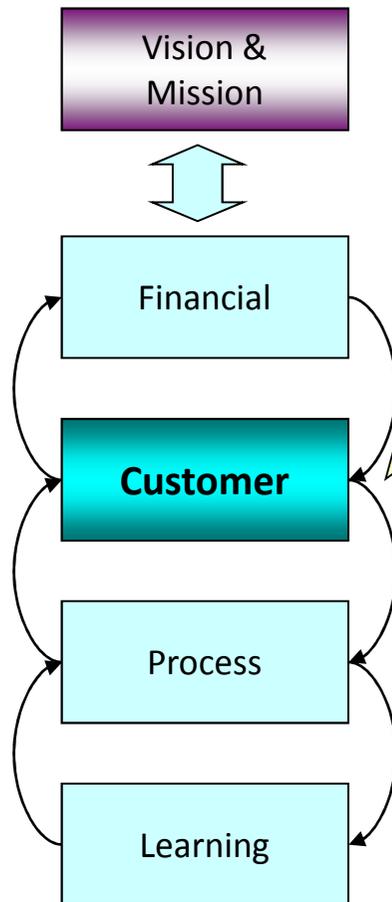


If we succeed, how will we look to our shareholders?

- Normally key result indicator (KRI) of performance – on which the company will be measured by shareholders and management
- Establish the “financial gap” that will clarify the magnitude of change required
- Determine how we plan to close the “financial gap”

# Balanced Scorecard

## Financial / Customer Perspectives



To achieve our vision & financial goals, how must we look to our customers (targeted)?

(Who are they? Where are they? How do they think & behave?)

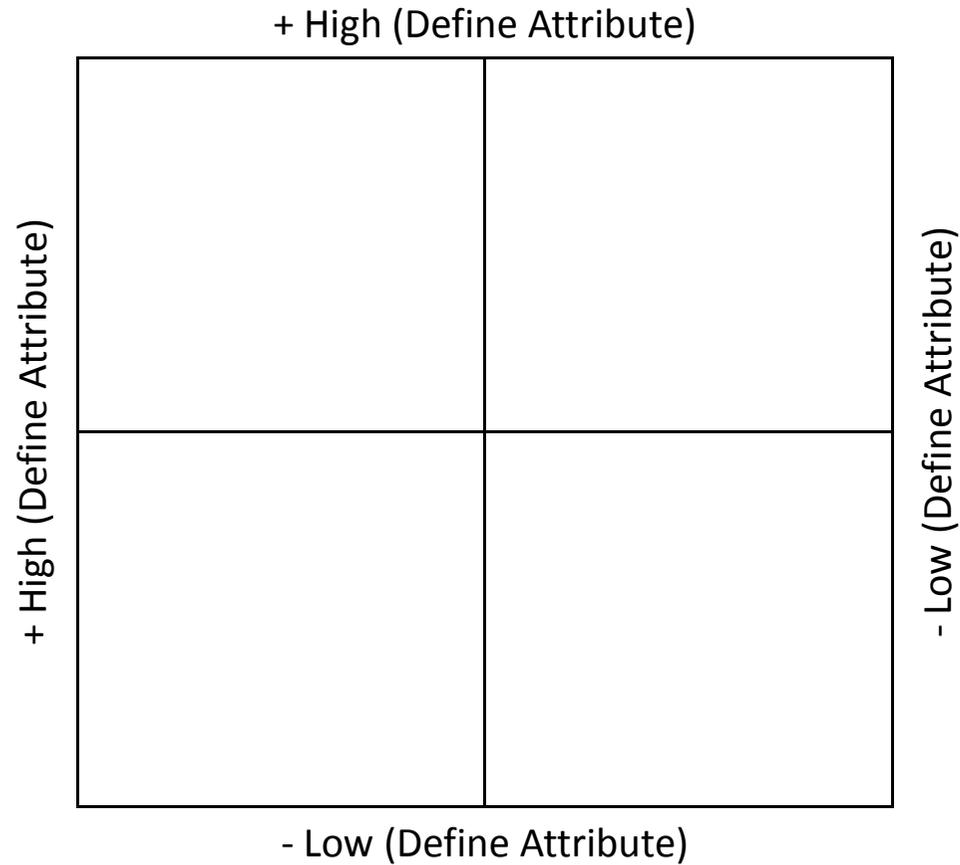
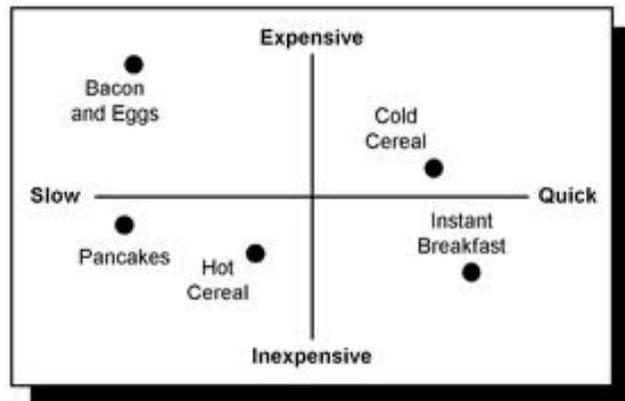
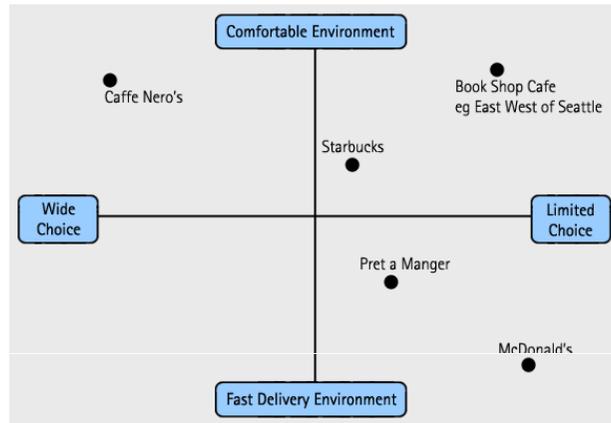
- What is our value proposition in serving them?
  - What do we understand by customer satisfaction?
  - Customer value means value to the customer, & value of the customer to the company
- Identify the drivers of loyalty: How do we attract, retain & deepen relationship with customers in the **targeted segments**
- How will the company differentiate itself in the eyes of the customer?

Generic model

Value Proposition = (Prod/Svc Attributes) + Image + Relationship  
 (Functionality, Quality, Price, Time) (Visual, Emotional)

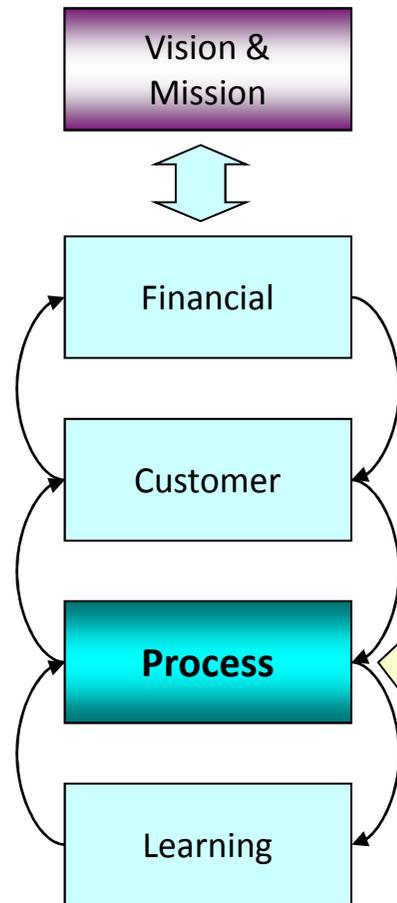
# Product Positioning

## Examples



# Balanced Scorecard

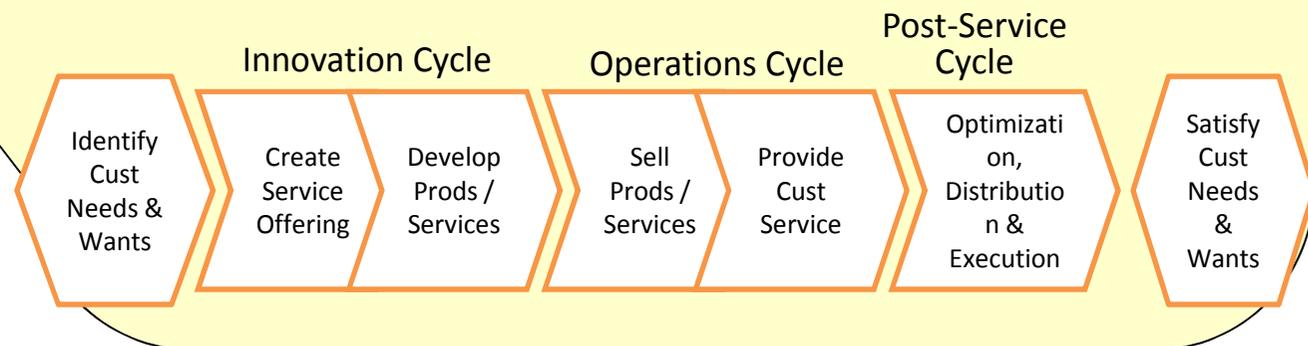
## Internal Process Perspective

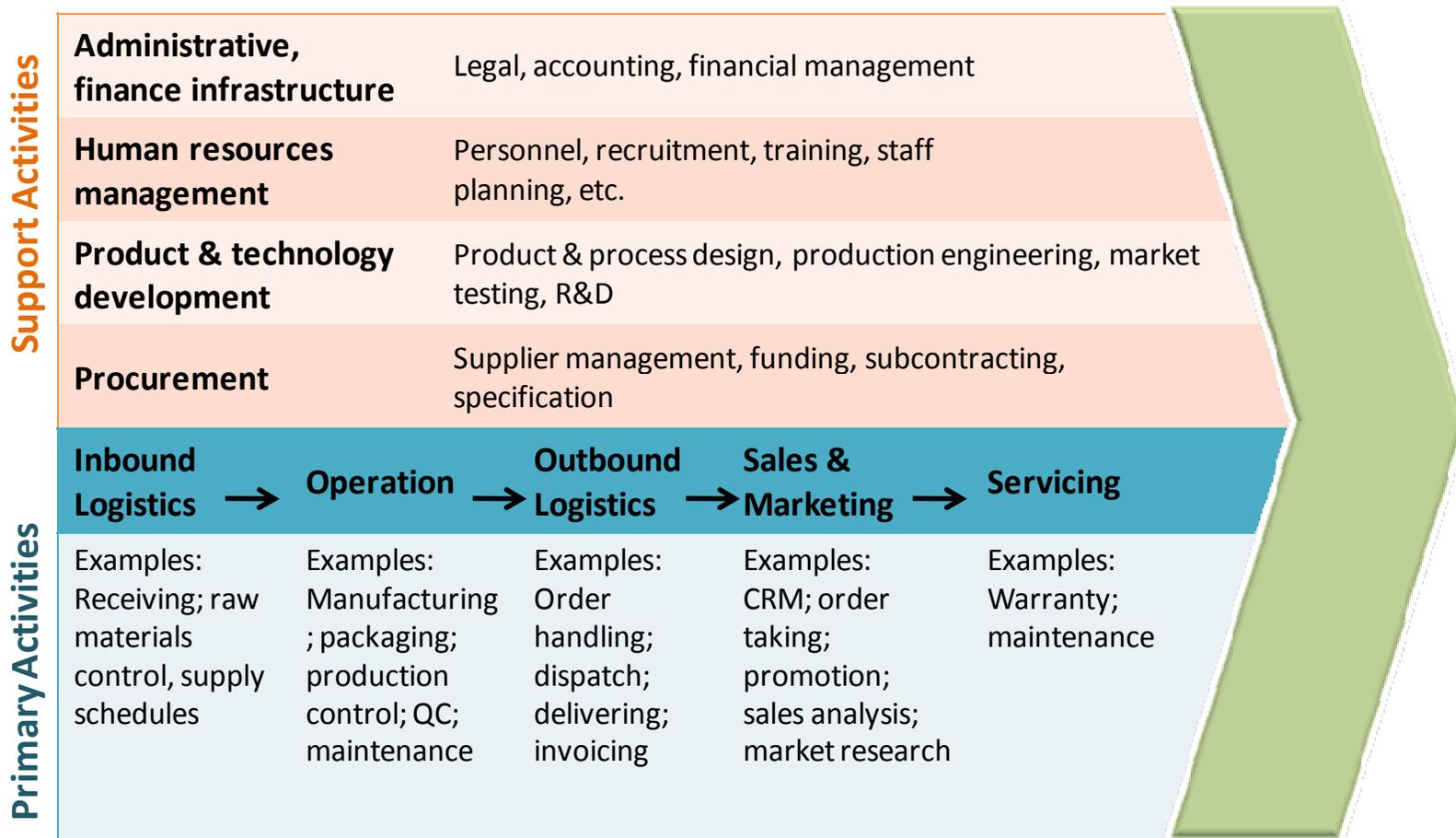


To satisfy our shareholders & customers, what processes must we excel at?

- What are the core business processes?
- What are the elements that must be done well to enhance customer value proposition
- Focus on essential disciplines e.g. Marketing, Lead generation, Lead conversion, Client fulfillment, Financial

- One view of Generic Value Chain

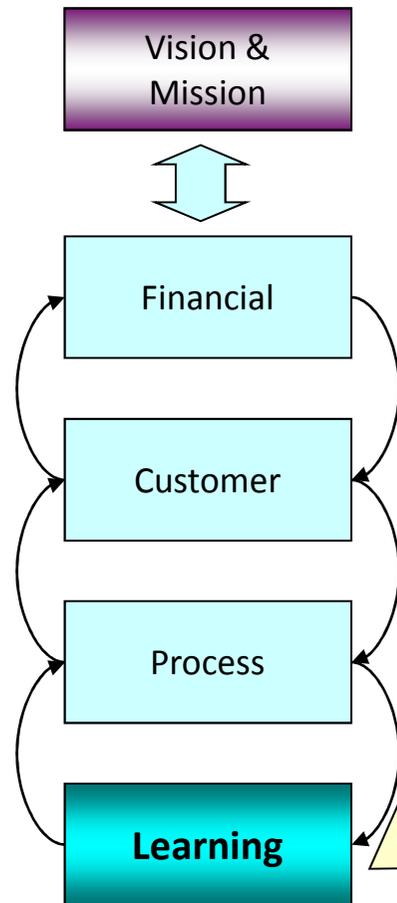




Adapted from Porter's Value Chain

# Balanced Scorecard

## Learning & Growth Perspective



To achieve our vision & mission, how must our organization learn & improve?

- Often overlooked
- Represent enablers of the other three perspectives
- “Soft” measures can drive “hard” results
- Typical Learning & Growth Objectives

Employee Competencies	Knowledge & Technology Assets	Climate for Action
<ul style="list-style-type: none"> <li>• Leverage core competencies</li> <li>• Develop &amp; retain key people</li> <li>• Increase employee satisfaction</li> <li>• Drive productivity</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage technologies</li> <li>• Capture best practices</li> <li>• Seek &amp; protect IP</li> <li>• Ensure strategic info is available</li> </ul>	<ul style="list-style-type: none"> <li>• Set accountability / empowerment</li> <li>• Create line-of-sight to objectives</li> <li>• Encourage cross-functional learning</li> <li>• Comp &amp; Ben that promotes desired behaviour</li> </ul>

# For Case Studies

## Work on Strategy Map – Financial & Customer

Vision	See Vision Statement Components
Financial	
Customer	
Process	
Learning & Growth	

# Local Business Development Program 2011

9:00am	Arrival & Registration of participants
9:30am – 9:45am	Morning Refreshments Welcoming Remarks
9:45am – 11am	Recap & discuss lessons and issues <ul style="list-style-type: none"><li>• From Workshop 1</li><li>• During preparation for Workshop 2 – SWOT analysis and vision</li></ul> Set scene for case studies: Business to Business (B to B); B Business to Consumer (B to C) <ul style="list-style-type: none"><li>• Determine SWOT Analysis &amp; Vision, business model considerations</li></ul>
11am – 11.15am	<b>Coffee Break</b>
11.15am – 12.30pm	Work-through Balanced Scorecard for case studies <ul style="list-style-type: none"><li>• Financial Perspective</li><li>• Customer Perspective – target customers &amp; expectations</li></ul>
12:30pm – 1: 30pm	<b>Networking Lunch</b>
1:30pm – 2:00pm	<b>Conversation with BSP</b>
2:00pm– 5:00pm	Work-through Balanced Scorecard <ul style="list-style-type: none"><li>• Customer Perspective – Differentiators; Target customer perceptions &amp; behaviour</li><li>• Process Perspective – Marketing &amp; Sales Processes</li></ul>
5:00pm	Workshop concludes

# For Case Studies

## Work on Strategy Map – Process

Vision	See Vision Statement Components
Financial	
Customer	
Process	
Learning & Growth	

# Purchase Decision Chain Dynamics

Decision Process	Conscious Mind	Unconscious Mind	
1 Awareness	Knowledge of Co, product names & few basic facts	General impressions & feelings about the Co & products. •Do I like them or not?	Ads & Marketing communication
2 Purchase motivation	Functional needs recognised. Rational case for purchase begins to take shape	Emotional needs sense of “I want”, “I need” & “I should”	Ads & Marketing communication
3 Product acceptance	Product meets functional needs. Rational case for purchase grows	“Feels right”. Expectation of emotional gratification. Attraction > avoidance. <b>The real decision is made</b>	Sales
4 Brand preference	Product is better for me than alternatives. <b>Rational case for purchase is made</b>	I like this one better than the alternatives & I feel good about the way things are done	Sales
5 Purchase transaction	Purchase conditions & activities are acceptable / worth the effort	Transaction is comfortable. If annoying, it is worth it	Customer Service
6 Customer satisfaction	Product, service, company, live up to functional expectations	Emotional gratifications live up to or exceed expectations	Customer Service

# Marketing Process



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**SME Marketing Toolkit**  
Your online guide for successful marketing

Market Assessment, Marketing Plan, Branding, Public Relations & Advertising, Marketing Collateral, Digital Marketing, Promotions, Leads & Sales

Developed Jointly By **IMF** (Ministry of Investment and Trade) and **SPRING** (Singapore International Business Development Corporation)



## Even great products need marketing.

Marketing is an integral part of your business, whether your customers are companies or the man on the street

The fundamental principles of good and effective marketing are the same whether you are operating a retail shop or selling high-tech marine equipment. The difference is in how you make creative use of all the marketing elements to bring forth the distinctive personality and qualities of your company.

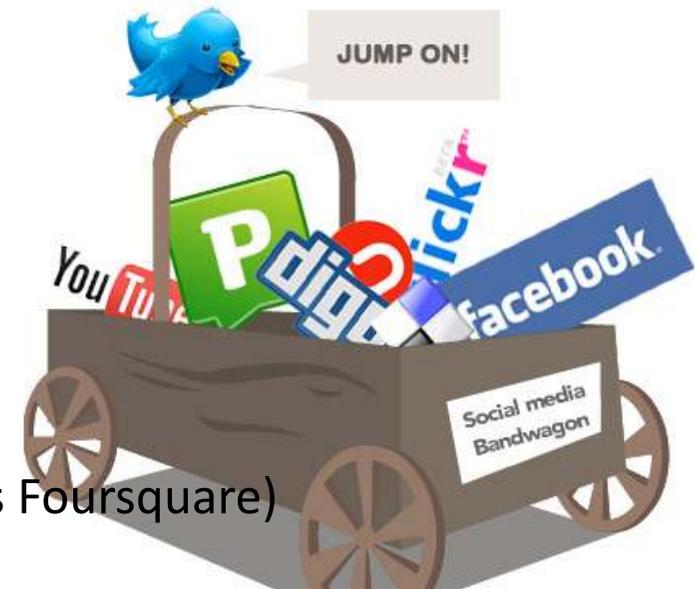


# Marketing Process

- Social Media Marketing

Benefits:

- Greater interaction with customers
- Low-cost & Fast
- Both local & global outreach
- Leverages on word-of-mouth



 **Think About It**

One of the things our grandchildren will find quaintest about us is that we distinguish the digital from the real

...in the future, that will become literally impossible.

William Gibson  
American-Canadian writer

Location-based apps (such as Foursquare) and the use of smartphones

Visit some of the most visited Facebook business pages of both big and small businesses, and try to understand why people are attracted to them.

<b>Big Boys</b>	<b>Small Businesses</b>
Ben & Jerry's	The Menu Group / BrewerKz
Pizza Hut	Caminito Argentinean Steakhouse
Starbucks	Wiggly Wiggles
Pringles	Moonfruit
RedBull	Martell Home Builders
Coca Cola	Epic Change
100% Pure New Zealand	Rochor Beaucurd House



# Next Steps

The 3 things I must do before the next workshop are
1
2
3

The 3 areas I want more coverage on are
1
2
3

The 3 things I must achieve by the end of the program are	Major hurdles that stand in the way of achieving these are
1	
2	
3	

# Workshop Overview & Scene Setting

## Build Your Business To The Next Level

Workshop 1: Appreciate your current performance and decide where you want to go

Workshop 2: Understand and attract your target customers

Workshop 3: Build your business capabilities to deliver, and delight customers

# ACTion

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