

BUSINESS STRATEGY, DEVELOPMENT AND MARKETING

It is 10 days programme that crafted for the needs of SMEs. The comprehensive programme that covers most aspect of the SMEs future such as marketing & strategy, planning, scenario planning, corporate governance and also risk management.

Generally, the programme will lead the SMEs towards improvement in the business strategy and operation through these factors:

- Acquire a working knowledge of the major functions and awareness of the driving force of a business enterprise in order to make better decisions in a competitive marketing environment.
- SMEs to upgrade their business management to complete in the global business world
- Applying scenario thinking and planning so that they can better manage change and uncertainty, so that they can survive and remain competitive
- Grow and transform themselves into successful national and global companies, they must adopt and embrace all the practices of successful companies
- The course will give participants the steps and guidance on how to identify business risks and implementing a proper risk management strategy in their business plan.

The content of 10 days programme will covers aspect such as:

1. Business Strategy and Marketing Skills - 2days

- Thinking strategically, scanning the environment to describe possible scenarios and developing business opportunities with limited resources.
- Understanding the relationships between sales, costs, revenues, margins and assets management. - in and between Marketing, Production, Finance, Investments and Negotiations
- Learning and using analytical tools for strategic planning (Industry Case Response)
- Managing a Company successfully in a competitive environment. Decision-making and strategy formulation as a management team (Business Board Simulation)
- Developing a business/commercial mindset with ideas for improvement in capturing more market share

2. Business Strategic Planning SMEs - 2 days

- Overview of strategic planning, process and tools
- Understanding the organizations mission, vision and core values (Group Work & Discussion)
- Analysis of the organization's strengths, core competencies, weaknesses, competitive position and customer satisfaction
- Executing the strategic plan and creating organizational accountability
- Planning doing the COVID 19 pandemic, what has to be done differently to survive.

3. Scenario Business Strategy for SMEs – 2 days

- Develop a series of narratives of the future
- Excludes cognitive biases in strategy decision making processes.
- Have a broader field of vision, identify risks and opportunities.
- Have better understanding of the business world (national and global).
- Provides better strategic options, enables more thorough contingency planning
- Removes cultural barriers and creates a friendly environment.
- Manage effective change and transformation.
- Helps people in organizations to develop a mindset change
- Promotes organizational learning

4. Corporate Governance, Ethics and sustainability for SME – 2 days

Why Good Corporate Governance, Ethical Business:

- The importance of good Corporate Governance.
- The principles of good governance.
- How to implement an effective governance framework.
- The key differences in the practice of corporate governance in listed and unlisted companies.
- Why Corporate Governance matters to unlisted companies.

Business Ethics:

- What is business ethics?
- Why does ethics matter to business?
- Levels of business ethics
- Moral responsibilities of cross-functional areas in business
- The company and external stakeholder.
- Managing moral responsibility: From the Boardroom to the Marketplace.
- The Company and internal stakeholders.
- Managing the Legal environment: Corporate Governance and regulatory compliance.

Anti -Bribery and Corruption and Section 17A of the MACC Act Compliance:

- Corrupt practices and its legal implications to business.
- The new Section 17A compliance and its implications to directors and management.
- Actions to be taken to comply with Section 17A.

Sustainable Business Practices:

- What is sustainable business practice.
- Why sustainable business practices matter to businesses
- Identification of environmental social and business risks.
- Assess, plan, and lead the implement of sustainable business practices
- Create formal business plans incorporating sustainability options, with detailed plans for operations and marketing.
- Ensuring ongoing environmental practices in the supply chain.
- Ensuring business plans comply with environmental requirements

5. Risk Management Strategies for SMEs – 2 days

- Building a business plan which includes an identification of risk
- Learn the different types of risks affecting business (market, competitive, customer and supplier, technology, operational, financial, people, legal, regulatory and practical.
- Learn the impact of risk on business
- How to assess risks and determine the risk appetite of the business and create a risk management framework
- How to shift risks to another party or to pass it to insurance companies
- Limiting liabilities in contracts How to anticipate the emergence of a “black swan” phenomenon like the COVID 19 in the future.