



SBL Claimable
*subject to PSMB conditions

IN A RECESSIONARY ENVIRONMENT - TOP VALUE FOR MONEY PROGRAM

Product & Brand Management

Date : 23 - 24 February 2010
Time : 9.00 am - 5.00 pm
Venue : Prince Hotel & Residence, KL

PROGRAM OBJECTIVES

At the end of this workshop participants will be able to:

- ▶ Understand & appreciate Product and Brand Management
- ▶ Understand & appreciate effective concepts for successful Product and Brand Management
- ▶ Identify major Product Mix Decisions
- ▶ Understand & appreciate Brand Management Concepts
- ▶ Develop strong identities for Products & Brands

ORGANIZED BY:



Management Consultants & Trainers

***** 13 Years & Growing *****

RM1500*
Early bird promotion
ends 17/02/2010

* For group of 3 participants or more



source: internet images on different brands

For Registration, please contact Gregory at 603 - 7490 4529/4530

PRODUCT AND BRAND MANAGEMENT

PROGRAM OVERVIEW

A marketing orientated organization needs someone who not only can analyze the market but identify opportunities for new & existing products & brands and develop the resulting specifications & rationale. To do this successfully, he or she must be able to isolate the factors which influence the market such as customer needs, and environmental issues and satisfy market opportunities and manage threats by developing new products & services, managing products & brands, do effective pricing, managing channels and integrating marketing communications.

This program is designed to impart a clear understanding of the role of the Product and Brand Manager. The program also provides the tools and techniques involved in being an effective Product and Brand Manager in order to achieve growth in sales and profits for products and services.

PROGRAM CONTENTS

DAY 1

- ▶ **THE NEED FOR PRODUCT AND BRAND MANAGEMENT**
 - The Marketing Concepts & the System
- ▶ **THE ROLE OF THE PRODUCT AND BRAND MANAGER**
 - Major functions & descriptions
- ▶ **DEVELOPING THE PRODUCT AND BRAND PLAN - THE MARKET & THE INDUSTRY**
 - Selecting Strategies for Different Markets & Competitive Situations
 - Business Level Competitive Strategies
 - How to segment & target the Market
- ▶ **DEVELOPING THE PRODUCT AND BRAND PLAN - THE PRODUCT**
 - The Product Life Cycle
 - The Ansoff Matrix/ the BCG Matrix/ the McKenzie Model
- ▶ **DEVELOPING THE MARKETING MIX**
 - Price
 - Promotions/ Communications
 - Channels
 - People, Processes & Customer Services
- ▶ **INTRODUCTION TO BRANDS**
 - Total Marketing & Branding - The Link
 - What is Branding?
 - Why Branding is important?
 - Why Branding is Strategy?

DAY 2

- ▶ **BRAND IDENTITY & BRAND PERSONALITY (VIDEO LEARNING)**
 - Critical Questions for Brand Identity Verification
 - Why is Brand Identity important?
 - Sources of Identity
 - Brand Identity and Image - The differences
 - Personality and Brand Management
 - Brand Personality Scale Measures
 - Brand Positioning Statement
- ▶ **BRAND EQUITY**
 - Brand Equity - What is it?
 - Source of Brand Equity
 - Choosing Brand Elements to Build Brand Equity
 - Key to Building Brand Equity
 - Brand Loyalty - What is it?
 - Measurement of Brand Loyalty
- ▶ **BRANDING STRATEGIES**
 - ◆ **Brand Creation**
 - How?
 - ◆ **Brand Extension**
 - How?
 - Perimeters of Brand Extension
 - ◆ **Brand Product Relationships**
 - How?
- ▶ **WRITING A PRODUCT/ MARKETING/ LAUNCH PLAN**
 - Structure, Contents & Approach

PRODUCT AND BRAND MANAGEMENT

WHO SHOULD ATTEND?

- ✓ Personnel responsible for Product and Brand Development Strategic Planning, Business Development
- ✓ Company Managers and executives involved in marketing, sales, promotion & brand management
- ✓ Marketing managers,
- ✓ Business Development Managers
- ✓ Directors/ VPs responsible for Marketing
- ✓ Business Unit Heads
- ✓ Relationship Managers
- ✓ Customer Relationship Managers

PROGRAM DIRECTOR

Richard Jacob, MBA [Cranfield, U.K], AMA Global Faculty Member

Richard Jacob is the founder and Principal Consultant of RCJ Consulting Sdn Bhd. He is an American Management Association (AMA) Global Faculty Member and has delivered training programs in Cairo, Dubai, Tokyo, Manila, Singapore, Jakarta, Lahore, Karachi, Shanghai, Beijing, Hong Kong, Saigon and Hanoi.

He has an MBA from Cranfield School of Management in the United Kingdom, which is a leading European Business School. He is an Accountant by training and was an Auditor in an international firm of Accountants for nine years. His strategic experience comes from being a Financial Manager, Company Secretary and Business Development Manager in a leading Swedish pharmaceutical company by the name of Astra Pharmaceutical.

Since 1995, Richard has consulted and trained some 10,800 General Managers and executives in several companies in Asia in his core business competencies which are in Product & Brand Management, Marketing, Leadership, Strategy & Change and Fundamentals of Finance. More recently Richard has designed and delivered a Business Essentials program for participants

of the Philips China, Advanced Leadership Development Program (ALDP).

Richard's impressive client list includes Philips units in Asia delivering Marketing modules as part of their Global Faculty for Revolutionary Change in Marketing. He has also designed and developed Marketing Development Programs for 3M Malaysia, Maxis, Astro and Tractors Malaysia. In the area of Finance his clients include Hilton International, Mearsk in Tokyo, Unilever Philippines and UNAXIS of Switzerland in Finance. In the areas of Leadership and Change and Strategic Management his clients include Matsushita Asia, Comptel, Total Sports Asia, Braun Malaysia, Schering AG Malaysia, Tenaga Nasional, NIAM, Great Eastern, Hong Leong Group, Securities Commission, the Air Force of Malaysia, Pfizer Malaysia, BDO Binder, Patimas Computers Berhad, and Maybank. Richard is a competent global trainer and facilitator with powerful abilities to get participants to relate concepts to practice.

Richard also does competency assessments for marketing personnel and high potentials and has recently gone into coaching.

Previous Participants' Feedback

- ⇒ *Program was very technical and the director was well experienced and knowledgeable in the topic (NEC Infrontia)*
- ⇒ *Program was not lecture base. Very professional. It relates to real situation for easy understanding (Ajinomoto M'sia)*
- ⇒ *It feels like I just graduated from University majoring in Marketing in just 2 days! (ACA Pacific Technology)*
- ⇒ *I like the way trainer presents the whole program to reach our understanding of product management & brand building (Marco Corporation (M) Sdn Bhd)*

for any enquiries please email to rcj@rcj.com.my



WE ARE AT

2-6-4, 6th Floor,
Menara KLH Business Centre, Off 2 1/2 Miles,
Jalan Ipoh, 51200 Kuala Lumpur.

☎ : 603-2381 0567 / 603-7490 4528/29/30

Fax : 03-7490 4532

Email : rcj@rcj.com.my

Website : www.rcj.com.my

About In-House Training

If your company wishes to have a cost-effective inhouse training program customized to your company needs

**PLEASE DO NOT HESITATE TO CONTACT US at:-
603-7490 4529/30 (Gregory)**

PRODUCT & BRAND MANAGEMENT

In Training - We Build People

RCJ Consulting is a firm specializing in training of managers and executives of an organization and providing consulting and advisory services in the areas of strategic marketing and business development, business finance, business redesign and change management.

In the area of training, we believe that training programs affect behavior in two ways. Firstly, it directly improves the skills necessary for the employee to successfully complete his or her job. Secondly, training increases an employee's self-efficacy i.e. it enables employees to be more willing to undertake job tasks and exert a high level of effort.

OUR MISSION: OUR mission is to improve the effectiveness of organizations by making executives and managers think, feel and act as if they owned the business.

OUR BELIEF: OUR progression comes from the belief that we have to: "Look Beyond Tomorrow but Take Action Today".

OUR APPROACH: RCJ Consulting has a uniquely formulated approach towards executive and managerial development. It is made up of 5 key components of training, which is Finance, Marketing & Sales, Quality Products & Services, Strategy and Change; yet we give cognizance to the fact that Teambuilding, Human Resource Management, Information Technology and specific skills development are core areas for success in an organization.

IN CONSULTING: We Rationalize, We Change, We Justify

IN the area of consulting, we strive for solutions whose appearance is simple but whose influence is far reaching and has both immediate and strategic benefit. We, therefore aim at developing progressive, objective-oriented strategies to achieve tangible and measurable results. As we believe, that solutions must be owned by client officers and personnel, we work with clients in joint project teams and transfer skills and capabilities. This practice leads to lasting business results. We only recommend what is implementable. Our trainers and consultants are industry practitioners and professional consultants.

5 EASY WAY TO REGISTER



Mail the attached registration form with your cheque to:-
RCJ CONSULTING SDN. BHD.
2-6-4, 6th Floor,
Menara KLH Business Centre,
OFF 2 1/2 Miles, Jalan Ipoh,
51200 Kuala Lumpur,
MALAYSIA.



Customer Service Hotline
Tel : 603-2381 0567 /
: 603-7490 4528/29/30



Fax
Tel : 03-7490 4532



E-mail
rcj@rcj.com.my



Web
www.rcj.com.my

TERMS & CONDITION

Registration:-

Registration forms must be completed and submitted together with full payment to:-

RCJ CONSULTING SDN. BHD. before commencement of the course. Otherwise, your registration(s) will be treated as unconfirmed.

Payment can be made either by cheque or bank drafts payable to **RCJ CONSULTING SDN BHD** and crossed 'A/C PAYEE ONLY'.

Cancellation:-

Cancellation from the course is subject to the following:-

- Fourteen (14) days prior to commencement - 75% refund.
- Less than fourteen (14) days prior to the commencement - 50% refund.
- No show - no refund; if a participant fails to attend the program, the course fees will not be refunded nor allocated to another program.

About In-House Training Solutions

If your company wishes to have a cost-effective inhouse training program customized to your company needs, **PLEASE DO NOT HESITATE TO CONTACT US at:-**

**603 - 7490 4529/4530
(Gregory)**

RESERVE YOUR PLACE TODAY!

Yes! I/We will attend **PRODUCT & BRAND MANAGEMENT** **23rd - 24th February 2010**
Prince Hotel & Residence, KL

PARTICIPANT (S) DETAILS

COMPANY DETAILS

Name: Mr/Ms _____
Designation: _____
Email: _____

Name: Mr/Ms _____
Designation: _____
Email: _____

Name: Mr/Ms _____
Designation: _____
Email: _____

Company Name: _____
Address: _____
Tel: _____ Fax: _____
Contact Person: _____
Designation: _____
Email: _____

Enclosed is cheque number _____ for
RM _____ payable to **RCJ CONSULTING SDN BHD**
Authorized Signatory & Company Stamp:

YOUR INVESTMENT

	EARLY BIRD RATES		NORMAL RATES			
	RM		Savings		RM	
	Individual	Group*	Individual	Group*	Individual	Group*
Price	1580	1500 / person	180	260 / person	1760	1580 / person

* 3 OR MORE PARTICIPANTS

FEE INCLUDES LUNCHEONS, REFRESHMENTS AND COMPLETE SET MATERIAL. IT DOES NOT INCLUDE THE COST OF ACCOMMODATION AND TRAVEL.



All participants will receive a course certification



Save more with Inhouse Training



Save more with group of participants and more