



TRAININGS

3-Part Virtual Training Series:

Business Strategy

DATE

- SAT** 1 Oct 2022
- SAT** 22 Oct 2022
- SAT** 5 Nov 2022



Our Trainer

Ms. Seinn Witt Yee
Director & Lecturer
PS Business School



Business Strategy Training Overview

A series of certified virtual training ideal for all managers and business owners who need to understand business strategies and apply strategic decision-making to improve business performance.

The training is designed to strengthen your strategic planning processes, execution while assessing the external business environment.

All trainings are co-certified both by MRCCI and AHK Myanmar.

Participants will receive a certificate after completion of each session. After completion of all sessions, participants will receive an extra certificate, indicating that they underwent the business strategy training.



Training Fees

SESSION 1 1st OCT 2022 1PM to 4PM
Branding
SESSION 2 22nd OCT 2022 1PM to 4PM
Pricing Strategies
SESSION 3 5th NOV 2022 1PM to 4PM
Digital Marketing Strategies

**MRCCI
Member**
40,000 MMK

Non-Member
50,000 MMK



3-Part Virtual Training

Course Outline

SESSION 1 | 1st OCT 2022 | 1PM to 4PM

Branding

Any successful business starts with an effective branding strategy. A brand strategy is a long-term plan that affects all facets of your business.

- What does “brand” mean?
- Why Branding is important?
- Brand Components
- Brand Value
- Brand Positioning
- Brand Guidelines
- Tips for Branding
- Build and Manage your Brand

SESSION 2 | 22nd OCT 2022 | 1PM to 4PM

Pricing Strategies

Pricing strategy is one of the most important functions that any business engages in. It is the tactic method which is use by companies to increase sales and maximize profits.

- Introduction to pricing strategy
- factors to consider for Current Price Setting
- Factors to consider in pricing strategies
- Types of pricing strategies
- How to create a pricing strategy
- Pricing Models based on Industry/ Business
- Conducting a pricing Analysis

SESSION 3 | 5th NOV 2022 | 1PM to 4Pm

Digital Marketing

Digital marketing is extremely important in today’s day and age. It can bring a lot of opportunities and growth to businesses by focusing on targeted audiences with a global reach.

- Vision and Business Goals (S.M.A.R.T)
- Business Strategy (Porter’s Generic Strategy) & Ansoff’s Growth Model
- Understanding Digital Consumers
- Traditional Marketing Activities: 4Ps/7Ps
- Understanding Digital Marketing
- Digital Marketing Tools
- Social Media Marketing Plan and Calendar
- Ecommerce Trend

Trainer Profile

Ms. Seinn Witt Yee

Seinn Witt Yee as a **Director** of **PS Business School**, led many youth & entrepreneurship development initiatives, and educating youths with Business and Social Business Skills Trainings. Seinn holds MBA Degree from Yangon Institute of Economics.

She has also offered Active Citizens Trainings as a Master Facilitator of Active Citizen Program by British Council and as an Active Citizen, She has co-founded JCI Myanmar in 2015 as a young global Active Citizens/leadership platform and started experiencing with good governance practices for organizations. Seinn has been recognized as an honorable Citizen award from Nebraska States (USA).

Seinn is a seasoned SME and Start-up Consultant at Ministry of Industry who has worked with over 60 MSMEs across Myanmar. As National Adviser of CEFE International, Regional SE adviser of British Council East Asia and Mentor & Supporting Manager to ASEAN AbiNet Project by Ministry of Industry, she passionately promotes entrepreneurship and social innovation ecosystem in Myanmar. Seinn has been invited by National University of Singapore and has been in Judging panelist of business plan competitions since 2013.

In terms of regional economic and social development Associations, she is Founding and EC Member of International Council of Small Business (ICSB Myanmar) that is newly established in 2016. Currently Seinn is serving as a Secretary at Myanmar-US Friendship Association (MUSFA). In 2020, Seinn has developed “Myanmar Coffee Academy” as a social enterprise to foster capacity building for Myanmar SMEs – focused on coffee industry. (www.myanmarcoffeeacademy.com)

Seinn is also curated www.psedx.com as an online learning platform for SMEs and youths in Myanmar. (www.psedx.com).

