



## APPROVED COURSES 2016/2017

NO.	PROGRAMME TITLE	FEES PER PARTICIPANT	FEES AFTER 70% GRANT FROM PSMB	DURATION
<b>1. SALES &amp; MARKETING</b>				
1	Certificate in Marketing Management	RM890.40	<b>RM267.10</b>	2 Days
2	Certificate in Entrepreneurship Skills	RM890.40	<b>RM267.10</b>	2 Days
3	Certificate In Professional Selling Skills	RM890.40	<b>RM267.10</b>	2 Days
4	Certificate In Managing & Marketing Services Successfully	RM890.40	<b>RM267.10</b>	2 Days
5	Maximize Profit, Increase Sales : Marketing Ninja	RM1,335.60	<b>RM400.70</b>	2 Days
6	How To Apply Sun Tzu On Sales Strategies: Transform You To Be The Top Salesperson	RM1,335.60	<b>RM400.70</b>	2 Days
7	Strategic Marketing & Business Planning	RM 1,590.00	<b>RM477.00</b>	2 Days
8	Critical Thinking Skills & Strategies for Marketing Executives	RM1,060.00	<b>RM318.00</b>	2 Days
9	Managing A Successful Sales Team	RM1,060.00	<b>RM318.00</b>	2 Days
10	Building Competitive Edge Through Market Intelligence	RM1,060.00	<b>RM318.00</b>	2 Days
<b>2. RETAIL &amp; FRANCHISING</b>				
1	Fundamentals of Retail Marketing	RM1,060.00	<b>RM318.00</b>	2 Days
2	Franchising Your Business	RM1,060.00	<b>RM318.00</b>	2 Days
3	'GO-TO-MARKET' Planning And Execution	RM1,060.00	<b>RM318.00</b>	2 Days
<b>3. BRANDING</b>				
1	Impactful Packaging and Branding For SMIs / SMEs Products and Services	RM 1,590.00	<b>RM477.00</b>	2 Days
2	Enhance Your Product Through Effective Branding: A Branding Workshop Designed for SMIs / SMEs	RM 1,590.00	<b>RM477.00</b>	2 Days
3	STRATEGIC BRAND MANAGEMENT: What It Means to You and Your Business	RM1,590.00	<b>RM477.00</b>	2 Days
4	Branding and Commercialization Process Management	RM1,060.00	<b>RM318.00</b>	2 Days

NO.	PROGRAMME TITLE	FEES PER PARTICIPANT	FEES AFTER 70% GRANT FROM PSMB	DURATION
<b>4. CUSTOMER SERVICE</b>				
1	Excellent Customer Service For The Hospitality Industry	RM1,060.00	<b>RM318.00</b>	2 Days
<b>5. LANGUAGE &amp; PRESENTATION SKILLS</b>				
1	Managing Oral Communication I for SMIs / SMEs Entrepreneurs	RM1,335.60	<b>RM400.70</b>	2 Days
2	Managing Oral Communication II for SMIs / SMEs Entrepreneurs	RM1,335.60	<b>RM400.70</b>	2 Days
3	Business Presentation Skills for SMIs / SMEs Entrepreneurs	RM1,335.60	<b>RM400.70</b>	2 Days
<b>6. IMAGE BUILDING</b>				
1	Image Building – Creating Impact for Business Success	RM 1,590.00	<b>RM477.00</b>	2 Days
2	Image Building – Powerful First Impression and Effective Communication	RM 1,590.00	<b>RM477.00</b>	2 Days
3	Image Building For Entrepreneurs	RM 1,674.80	<b>RM502.45</b>	2 Days
<b>7. TEAMS &amp; COACHING</b>				
1	Coaching and Mentoring For Organizational Effectiveness	RM 1,674.80	<b>RM502.45</b>	2 Days

All fees are inclusive of 6% GST

### Company Documents Required by PSMB/HRDF To be submitted at least TEN-(10) DAYS prior to training date for approval

ENTERPRISE	SENDIRIAN BERHAD & LARGE COMPANY
1. Company SSM Registration Form. 2. Business License OR Premise License issued by authorized local government bodies OR Registration with Professional Bodies OR Signboard License OR Government Agency Incubator's Participant Certification document. 3. Latest EPF Statement.	1. Form 9, 24 & 49. 2. Any License issued by the local government authority OR Registration with Professional bodies OR Signboard License OR Government Agency Incubator's Participant Certification document. 3. Latest EPF Statement. 4. Latest Company Audited Accounts.

#### Important

- All documents must be "**Certified True Copy**" on all pages except Audited Accounts - only the few pages i.e: Director's Report and Income Statement pages are to be certified by your company's senior management and above.
- Names of participant(s) must appear in the latest EPF Statement received from KWSP for staff verification purposes only.

# About SME Skills Upgrading Programme & Institute of Marketing Malaysia

## SMEs SKILLS UPGRADING PROGRAMME (MARKETING)

The **SMEs** Skills Upgrading Programme is aimed at enhancing the marketing skills and capabilities of employees of SMEs in various industries.

Skills upgrading and retraining is vital to enhance the quality of the workforce in order to increase the efficiency of SMEs and adapting to the dynamic business environment.

The objectives are:

- To enhance knowledge of SMEs in managing business.
- To enhance marketing skills and capabilities of employees of SMEs.

A grant of 70% of the fees is allocated for Technical and Soft Skills training.

## ABOUT INSTITUTE OF MARKETING MALAYSIA

The Institute of Marketing Malaysia (IMM) is the only registered institute in the country established for the purpose of serving the marketing fraternity in Malaysia. IMM is appointed as the **Professional Training Provider** for SMECorp Malaysia and the **Certified Training Provider** under PSMB/HRDF (HRDF claimable).

**IMM** organizes public seminars and conferences and have been delivering highly focused training solutions to its members throughout the country. Members have benefited through programs that are customized to specific objectives and requirement. Five-(5) main activities of IMM: • Training & Education Programs (SMECorp & Public programs) • Organizing World-Class Seminars/Talks & Guru Series • Publication of **MARKETEER**, the official publication of the Institute • Membership and • Social & Networking activities such as Visits & Sports activities.

To date, IMM has trained over 10,000 participants from various companies and organizations in the country ranging from different economic sectors and industries including Telecommunications, Banking Services, Electrical & Electronics, Food Industry, Plastic Products, Manufacturing, Retail & Wholesale, Professional Management Companies, Medical Supplies, Pharmaceutical, Service Providers and many more. IMM also works very closely with several local IPTA & IPTS on industrial linkage programmes for mutual benefits.

**FOR ENQUIRIES & FURTHER INFORMATION PLEASE CONTACT:**

### INSTITUTE OF MARKETING MALAYSIA

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INSTITUTE OF MARKETING MALAYSIA

# Training Courses 2016/2017 for SMEs



**70% Grant for eligible SMIs/SMEs**

Supported by:



HRDF  
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