



Training Courses 2015-2016 under SMIs/SMEs Skills Upgrading Program

NO.	PROGRAMME TITLE	FEES PER PARTICIPANT (RM)	FEES PAYABLE AFTER 70% GRANT (INCLUSIVE OF 6% GST)	DURATINON
1. SALES & MARKETING				
1	Certificate in Marketing Management	RM890.40	RM267.10	2 Days
2	Certificate in Entrepreneurship Skills	RM890.40	RM267.10	2 Days
3	Certificate In Professional Selling Skills	RM890.40	RM267.10	2 Days
4	Certificate In Managing & Marketing Services Successfully	RM890.40	RM267.10	2 Days
5	Maximize Profit, Increase Sales : Marketing Ninja	RM1,335.60	RM400.70	2 Days
6	How To Apply Sun Tzu On Sales Strategies: Transform You To Be The Top Salesperson	RM1,335.60	RM400.70	2 Days
7	Strategic Marketing & Business Planning	RM 1,590.00	RM477.00	2 Days
8	Critical Thinking Skills & Strategies for Marketing Executives NEW	RM1,060.00	RM318.00	2 Days
9	Managing A Successful Sales Team NEW	RM1,060.00	RM318.00	2 Days
10	Building Competitive Edge Through Market Intelligence NEW	RM1,060.00	RM318.00	2 Days
2. RETAIL & FRANCHISING				
1	Fundamentals of Retail Marketing NEW	RM1,060.00	RM318.00	2 Days
2	Franchising Your Business NEW	RM1,060.00	RM318.00	2 Days
3	'GO-TO-MARKET' Planning And Execution NEW	RM1,060.00	RM318.00	2 Days
3. BRANDING				
1	Impactful Packaging and Branding For SMIs / SMEs Products and Services	RM 1,590.00	RM477.00	2 Days
2	Enhance Your Product Through Effective Branding: A Branding Workshop Designed for SMIs / SMEs	RM 1,590.00	RM477.00	2 Days
3	STRATEGIC BRAND MANAGEMENT: What It Means to You and Your Business	RM1,590.00	RM477.00	2 Days
4	Branding and Commercialization Process Management	RM1,060.00	RM318.00	2 Days
4. CUSTOMER SERVICE				
1	Excellent Customer Service For The Hospitality Industry	RM1,060.00	RM318.00	2 Days
5. LANGUAGE & PRESENTATION SKILLS				
1	Managing Oral Communication I for SMIs / SMEs Entrepreneurs	RM1,335.60	RM400.70	2 Days
2	Managing Oral Communication II for SMIs / SMEs Entrepreneurs	RM1,335.60	RM400.70	2 Days
3	Business Presentation Skills for SMIs / SMEs Entrepreneurs	RM1,335.60	RM400.70	2 Days
6. IMAGE BUILDING				
1	Image Building – Creating Impact for Business Success	RM 1,590.00	RM477.00	2 Days
2	Image Building – Powerful First Impression and Effective Communication	RM 1,590.00	RM477.00	2 Days
3	Image Building For Entrepreneurs	RM 1,674.80	RM502.45	2 Days
7. TEAMS & COACHING				
1	Coaching and Mentoring For Organizational Effectiveness	RM 1,674.80	RM502.45	2 Days

All prices (in blue) above are inclusive of 6% GST