

# INTERNATIONAL MARKETING & SUPPLY CHAIN MANAGEMENT

In the simplest sense, the supply chain is the process of creating products for customers. Supply chains span from raw materials, to manufacturing, distribution, transportation, warehousing and product sales. As you can imagine, when the number of resources, operations and functions increase, managing this supply chain can become very complex. As a result, managing a portfolio of assets and relationships to transform raw material into finished goods for consumers in the most efficient manner will provide a competitive edge for your organization.

## Date

27 & 28 July 2011

## Time

8.30am - 5.30pm

## Venue

MREPC Multi Purpose Hall

## Who Should Attend?

This programme would be highly beneficial to Managers, Executives, Officers and Supervisors who deal with a whole spectrum of international business and organization process, especially from sales, purchasing, operations/manufacturing, warehousing, and logistics.

## OBJECTIVES

At the end of the programme participants will:

- Have a comprehensive overview of the various aspects of supply chain management
- Help organization achieve success in supply chain
- Improve supply chain decision
- Understand the core elements of an international business
- Apply an effective business planning model and process
- Develop a clear strategic vision
- Identify and analyze external and internal Influencers
- Use scenario planning and business forecasting
- Develop practical strategies for markets, people and processes
- Obtain support and resources for the business plan
- Monitor business performance

## Programme Outline

**Module 1** – Introduction to Supply Chain Management (SCM)

**Module 2** – 5 basic activities of a supply chain, linking to long term and short term decisions in these activities

**Module 3** – Supply chain success & failures

**Module 4** – Strategic planning for international marketing and why it's important

**Module 5** – Analyzing the international business

## SPEAKER PROFILE

AB Teoh, author of *“Exporting and International Trade,”* a practising exporter, Senior Lecturer and Columnist of TRADEMART Magazine of MATRADE, has been in the export business for more than 25 years. As part of his work and business, he has lived and worked in Malaysia, Singapore and New Zealand.

AB Teoh is the founder of *“The 12 steps to Successful Exporting”* which has been trademarked.

Name (1) :

Designation (1) :

Name (2) :

Designation (2) :

Name (3) :

Designation (3) :

Company Name :

Contact Person :

Email :

Telephone :

Fax No :

Date : \_\_\_\_\_ Company Stamp

## REGISTRATION FORM

### SEMINAR ON INTERNATIONAL MARKETING & SUPPLY CHAIN MANAGEMENT

27 & 28 July 2011

**Participation Fee : RM 50.00  
per participation**

Confirmation note will be sent via email

Kindly complete and fax this  
form to Ms Nurhaiza or Ms  
Uthaya at  
03-2780 5088 on or before 22  
July 2011 (Friday).

**Hurry! Limited Seats  
THREE persons per company**

