

"Latest Leading Solution for Globalization"

BLUE OCEAN STRATEGY



Introduction

2 DAYS Program

Based on Best Selling Book
BLUE OCEAN STRATEGY
By W. Chan Kim and Renée Mauborgne

In the challenging market, most of the companies "is trapped" in pricing game. Increase of the petrol and raw material price, marketplace inflation, the export of cheaper China products, etc., all these will make the business more taxing and competitive. The dilemma is how to make your company gain in the game? Besides producing quality products, we need to strengthen our internal system process to ensure we are customer driven, together with proper new strategies which will help business make a breakthrough. This program is based on the best international selling book –"Blue Ocean Strategy" by W Chan Kim & Renee Mauborgne.

Who Should Attend?

- CEOs/ COOs/ General Managers
- Marketing, Brand and Sales Managers
- For entrepreneurs interested in developing their business par excellence and is ahead of competitors.



Methodology

Lecture, Mini Case Study,
Video learning , Group
Discussion and Presentation

Objective

1. Discuss to view the competitive market environment from difference point
2. Enhance the internal diagnosis and external analysis ability
3. Develop Strategic Thinking beyond the box
4. Implement Power Value Innovations

Learning Outcome

- Enhance internal diagnosis and integrated ability
- Utilise framework of Blue Ocean Strategies, making competition irrelevant
- Creating new uncontested innovative marketplace
- Align the whole company's activities in pursuit of differentiation and low cost
- Achieve breakthrough in the value-cost trade-off
- Overcome organizational hurdles
- Build Blue Ocean execution into strategies
- Reconstruct Market boundaries

TRAINER Profile

Content

Dr. Oliver Ho

Over 30 years of business experience at senior management level at information technology, retailing, commercial & merchant banking as well as Life Long Learning training & consultancy services.

- Former chairman of Institute of Marketing Malaysia
- Conducted Branding training & produced a Branding & Creating Customer Value article in the Star Newspaper
- Advisor to Woman Institute of Management
- Spearheaded 1st Customer Care survey for Institute of Bankers Malaysia
- Wrote the 1st Unit Trust Manual in Malaysia
- Author of Sales Management published by Times; over 10,000 copies sold
- Taught Asia Pacific Business at MBA level – Keele University
- Delivered papers at International business conferences in Japan, Indonesia, Philippines, & Thailand (September 2007)
- Companies he has served with includes Prime Computers, Wang Computers, IBM software bureau & Atari Video Games
- Worked with blue chip banks - Standard Chartered & Rothschild Bank
- Wrote numerous article in The Star & The New Straits Times newspaper
- Principal of IGM – The Leading Life Long Learning College in Malaysia

- Paradigm shift in the new economy and strategic thinking test
- The Past and Future of Competitive Advantage
- What makes a winner in the Competitive world?
- Value Innovation – Strategies for High Growth
- Blue Ocean Strategy-an overview
 - Creating Blue Oceans
 - Analytical Total Framework
- Blue Ocean Case Study : Cirque du Soleil
- Toolkit / Workshop to create your BO STRATEGY
 - Current Strategy Canvas
 - Future Strategy Canvas
 - 4 Actions Frameworks
 - Good Strategy to be implemented
 - Critical Success Factors (CSF)
- Participant's Presentation



Why Corporate choose IGM?

- Almost all of our programs are **approved by Ministry of Higher Education (MOE) & The National Accreditation Board (LAN)**
- **Professional Certification by NGOS- IMM & FOMCA**
- **50 – 80% Training Grant from SMIDEC*** on our certified short courses
- **Training course is HRDF Claimable***
- **14 plus years experience in life long learning training**
- **Critical breakthroughs for our clients using IGM's unique CALM**

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* Terms & conditions apply. Contact IGM for further details.

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For further enquires contact
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Date: **5th – 6th September 2007**
Time: **9.30am – 5.00pm**
Venue: **Sunway Resort Hotel**

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Course Fees: **RM1400***
Per person

**Course fee before 50%
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