



Business Planning

25th-29th June 2018

*The second week of the 3 week Postal Business Development course incorporates a special workshop on **Business Planning**. As postal business undergoes a transformation in response to new challenges Many forces are shaping us – force of technology, force of globalization, force of demography, force of society, and force of energy crisis and sustainable development. Postal Businesses need to adapt to change to all relevant challenges. Effective business planning can be the key to our success. A business plan can help us secure finance, prioritize our efforts and evaluate opportunities. The workshop will cover Global Postal strategy, Corporate Strategy, Marketing Strategy, Operation Strategy, Finance Strategy and IT Strategy etc.*

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Introduction to Business Planning	Strategic Imperative for Posts	Strategy Formulation of Thailand Post	Marketing and Branding	Summary of Business Planning
Afternoon	How to formulate the Business Plan	Strategic Planning Exercises	Visit to DHL Rama3	Marketing and Branding Exercises	International Food Festival



Mr. Anucha, who joined APPC in August 2014, will deliver the **Business Planning (PP)** Program. With a background in Thailand Post with over 20 years experience working in the postal sector in many fields (Operations, Marketing and Business Development, Logistics). From 2014, he had conducted many Extended Training programs abroad (Malaysia, Macau, Hong Kong, Myanmar, Brunei Darussalam, Vietnam and Laos.) As a Thai national, he is well placed to advise participants on how to get the most out of their stay in Bangkok.

