

APPC NEWSLETTER

July 2018

Attendee Profile - "Chand"

Affectionately called Chand due to his hairstyle, Dharmenda Chand from Fiji had a joke for every occasion and would keep everyone laughing during the coffee breaks. He displayed intelligence, positivity during the course. His dance performance with Samoa participants in the Food festival were unforgettable for those present!



UPCOMING COURSES

Competing on Business Analytics Workshop 13-17 Aug. 2018

Postal Management Course 10 Sept.-26 Oct. 2018

Marketing & innovation for Posts 10 Sept.-5 Oct. 2018

Leading Product Innovation Workshop 24-28 Sept. 2018

Strategic Cost Management Workshop 1 - 5 October 2018

Advanced Business Management Course

The course covers strategic options for the organization level as well as a sub-unit level. It explores the trends and emerging scenarios for postal operators as evidenced by experiences from around the globe and helps the participants draw a road map to business transformation for sustenance and continued relevance of the postal business in the new world of business. The topics included Global postal environment and global postal strategy:

Best practices and successful business transformation in other organizations. They were a total of 9 participant Bangladesh, Cambodia, Fiji, Korea, Lao, Maldives, Pakistan, Sri Lanka, and Thailand.



Postal Business Development Course

The course aimed to help participants understand the opportunities that exist for posts to develop their business in today's rapidly changing postal environment. The participants had to consider the types of services their post could provide to better meet social and commercial commitments and includes the following elements:

Global postal strategy, Marketing and branding, Business Planning, New Products & Innovation. There were of 12 participants from 11 countries namely Afghanistan, Bhutan, China, Cambodia, Indonesia, Kiribati, Nepal, Pakistan, Sri Lanka, Thailand & Tonga



Workshop on Corporate Level Strategy

The Scope of the workshop included business profile, vision, mission and goals, market research, operational strategy, products/services strategy, Marketing plan, IT Strategy, financial strategy etc. Types of Corporate Strategy. Corporate Level Strategy- Application exercises Case study from other Postal Operators and Private Sector.



Postal Retailing & Sales Management

The PRS 2018 course was planned to address the retail strategy for both physical and online retailing. In addition the area of targeted communications and digital marketing was also taught to the participants. The role of Business process re-engineering for streamlining Sales and Operations was also covered in this course. A series of visits to

Organisations like 7-Eleven were made to showcase and understand how retail is managed by Chain stores. The course was attended by 13 participants from Bangladesh, India, Nepal, Samoa, Solomon Islands, Sri Lanka, Thailand, Tonga and Vietnam.



International Mail Accounting Course

The program was designed for explaining the latest ruling and procedures for International Mails. Special focus was given to creating accounting documents on the IPS software. A **Workshop on Terminal Dues** was also held during this course in which a 7 additional participants joined for the calculation of terminal dues and transit charges activities. Visits were arranged to the offices of exchange for practical exposure to mail operations. There were 17 participants from China, India, Maldives, Pakistan, Philippines, Sri Lanka, Thailand & Vanuatu in the Terminal Dues Workshop.



Attendee Profile - Sachin

Sachin Brahmbhatt was a joyful and energetic participant from India. He would take the lead in all group activities as well as extracurricular fun. In the classroom he helped others and even did Energiser activities for everyone when they got bored or sleepy. This trainer cum student was liked by all.



Attendee Profile - Tony

Tony Vaefanga Tuli Kihe Inasi Siamomua from Tonga was as cool as his nickname. Very polite and a good communicator liked all kinds of sport particularly Thai Boxing. He joined all kinds of activities that were organized. His singing skills at the Food festival helped crown him Mr. APPC

