



## Business Development and Marketing

The four-week **Business Development and Marketing Course (BDM)** focuses on adapting to e-commerce growth by diversifying into logistics, financial services, and digital platforms, leveraging data for personalized marketing, and forming tech/e-commerce partnerships to counter declining letter mail volumes. Key strategies include integrating physical mail with digital channels (omni-channel), investing in technology for automation (drones, data analytics), and enhancing last-mile delivery for online shoppers, transforming posts into vital logistics hubs for digital trade and resilience. Topics covering the development on core business of postal industry (Courier, Express and Parcel-CEP) and Logistics, Communication and messaging, Retail and Finance, insights on innovation and customer value management will give participants the skills needed to apply to their Posts.

Current Business Environment of Posts	Business Communication Skills	Key aspects of Business Development
Strategic imperatives for Posts	Development of Postal Strategy	Case Study from Posts
Postal sector policy	Product/Service Development	Site Visits
Development of Marketing strategy	Leadership/Teamwork and Innovation	Group Exercises



Mr. Anucha, who has been re-appointed in APPC in January 2023, will be the Course Director for **BDM Course**. He comes with a lot of experience from his last term as Course Director of APPC during 2014-2019. Having conducted many in-house courses including the External Training Programs (ETP) abroad such as Brunei Darussalam, Bhutan, Hong Kong, Laos, Malaysia, Macau, Mongolia, Myanmar, Philippines, Sri Lanka, Timor Leste, USA and Vietnam. Having worked in Thailand Post for over 30 years and have worked in various areas such as International Postal Operations, Logistics Management and Marketing and Sales etc., he can contribute his knowledge and expertise to all participants and the Posts.

