

# MARKETING STRATEGY DEVELOPMENT: RIGHT TARGET, RIGHT ACTION, RIGHT TIMING

## OVERVIEW



The development of the right marketing strategy will determine the success and failure of an organization. As such, organizations are required to anticipate what are the current and future trends, their competitors and coming out with the right strategies to outwit competitors and at the same time to grab a bigger share of the market which will lead to higher sales.

## OBJECTIVES

After the training workshop, participants will be able to:

- To understand the concept of marketing and the role it plays in our everyday life
- To analyse trends that include SWOT, PEST and competitors for better strategy development
- To develop marketing plan that will propel their organisations to another level of achievement
- Utilise the marketing mix to effectively develop a strategic plan for their organisations

## WHO SHOULD ATTEND

- Suitable for participants who want to gain more insight into increasing sales through developing the right marketing strategy.

## WORKSHOP OUTLINE

- Starting with the Right Marketing Mindset
- The Fundamentals of Marketing
- Internal and External Environmental Scanning
- Developing A Strategic Marketing Plan
- Marketing Mix Formulation
- Implementation of the Plan



**If you have any enquiries, please contact**

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