

Modules:-

Module 1: Starting with the “Right” marketing mindset

Module 2: The fundamentals of marketing

Module 3: Internal and external environmental scanning

Module 4: Developing a strategic marketing plan

Module 5: Marketing Mix Formulation

Module 6: Implementation of the plan



MARKETING STRATEGY DEVELOPMENT- RIGHT TARGET, RIGHT ACTION, RIGHT TIMING

COMFORI SDN BHD

Objectives

- 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 a 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
- to implement and execute the plan in the most effective manner that create maximum outreach

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.