



安讯教育与科技有限公司  
Axon Consultancy Sdn Bhd

# Business Strategy Essentials

Optional  
to acquire UK certification



Business Strategy Professional  
Level 7

<http://bspworld.org>

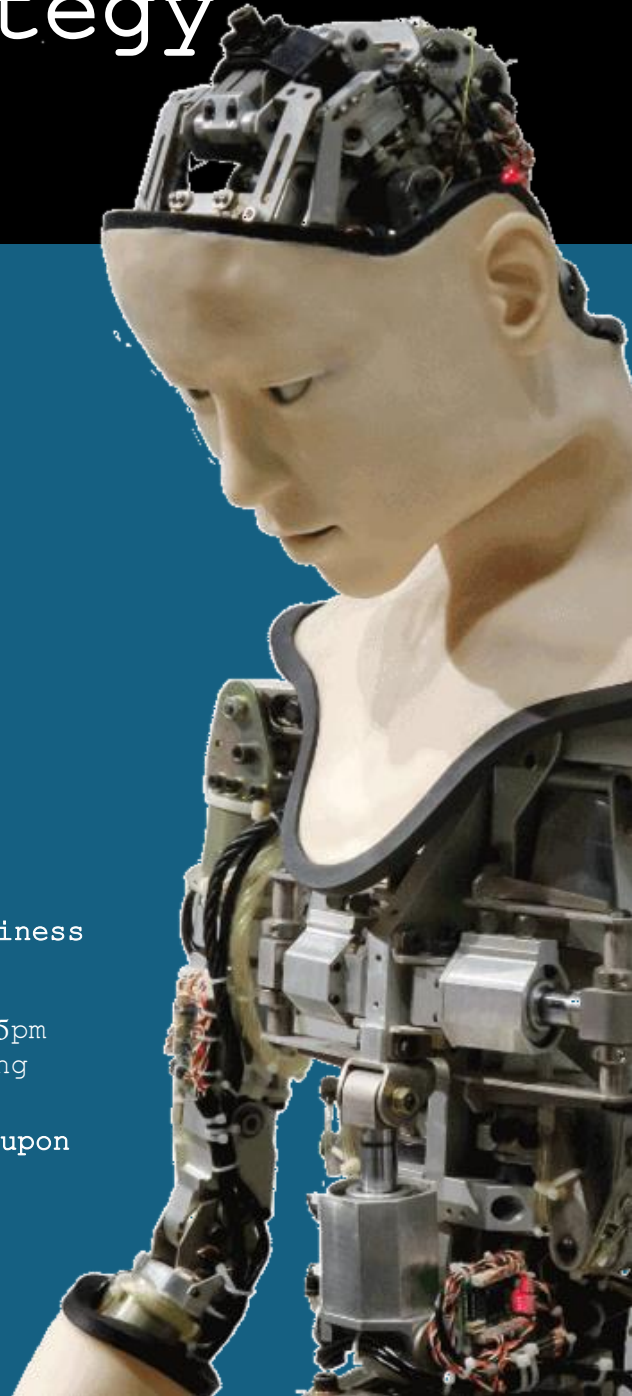
## RECOMMENDED PARTICIPANTS

- ✓ HR/Account/Operations Executive & Managers
- ✓ Business Development
- ✓ Supervisors / High Potentials
- ✓ Warehouse, Purchasing & Quality Assurance
- ✓ Engineers
- ✓ Professionals exploring into strategic Business Decisions

TRAINING SCHEDULE Training hours : 9am - 5pm  
Duration: 3 Days Training

Customizable Training proposal is available upon request.

Organization benefits from managers/supervisors/business development working together on product development and customization to create value and meet client requirements and demands for business growth. Find out more thought this course



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**Axon Consultancy Sdn. Bhd.**

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,  
Taman Danau Saujana, 53300 Kuala Lumpur  
[jack@axonconsultancy.com](mailto:jack@axonconsultancy.com) | +6012 6159229

# Business Strategy Essentials

## PROGRAMME STRUCTURE

The total face to face hour this programme will be 24 hours. The 3 days of training delivers the concepts and tools used with creating business strategy plans skills including analysis and decision making. Central to the philosophy of the programme is the desire to skills professionals who are capable of analysing and making decision in a variety of business strategy and contexts, bringing to bear initiative, and application of knowledge and skills acquired through their learning and development.

## TRAINING CONTENT

- Introduction to Business Strategy
- Skill in developing business strategy plan
- Understanding the internal and external changes that impact your business
- Understand the industry for the product you manufacture
- Understand what your customer wants
- How to do competitor analysis for your product
- Developing value proposition for your product
- Who are your business's stakeholders and how to communicate with them
- Skills to make decisions related to strategy
- Strategy communicating skills and techniques
- Evaluate Performance from the implementation of strategies
- Modifying, adapting and adjusting safety base on your evaluation report

## TRAINING OBJECTIVES

- To develop analytical and strategic leadership skills
- To improve business acumen

## SKILLS DEVELOPED

Some skills participants will develop including (not limited to) below:  
Extract from market data gathered to prepare competitor analysis  
Prepare SWOT analysis by using market data and financial reports  
Prepare PLC using market data to identify stage  
Prepare perceptual mapping diagram for products

## FINAL CERTIFICATES

Participants who completed all 3 days will receive a Certificate of Attendance from Axon Consultancy confirming attendance for the Business Strategy Essential Training.

In addition to this, participants may attempt a certification assessment that upon successfully meeting the passing criteria, participant will receive a Certificate of Achievement endorsed as a Level 7 TQUK and awarded by London Examinations Board. On top of this you will receive a Certificate of Achievement awarded by Axon Consultancy bringing both national and international recognition.



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## ABOUT THE TRAINER

### LOW JIUN JACK



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Qualified with a Master of Science in Information Technology (Business Information Systems) from the University of Keele, UK, Low Jiun Jack developed and implemented a fully computerised system for college in its early stage of inception and played the role of a IT Director. Later he played the role as the Principal of a college in Johor Bahru having turned the centre around to be the most prudent and effective campus in the group of college which it belongs to. Before moving to a university, he was the Colleges Group's Group Academic and ICT Director with 3,000 students and he completed project of obtaining two ISO certifications for the College Group.

Mr. Jack is also experienced in change management with experiences from a single departmental of 5 person to group of organizations consist of more than 300 staff. He was involved in a food factory design at Indonesia. He speaks fluent English, Mandarin and Malay language. He has a passion for innovative ideas, technologies for implementation and integration and has experience in departmental formalization and team building.



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