

WINNING STRATEGIES FOR BUSINESS EXCELLENCE

The quality of relationships in an organisation is the internal productivity factor that determines its image, product quality, design, distribution, reliability, and superior customer service. This factor will be taken up in a new marketing management training programme conducted by Corporate Affairs Director Steve Subramaniam and SCG's Associate Marketing Consultant Professor Allen Oberndorf, former World Bank Consultant for the Canadian and Malaysian Governments and private sector clients in the ASEAN region.

The objectives of the above training programme are threefold :

- (a) To identify the creative resources of corporate/organisational leadership and marketing strategy as winning factors;
- (b) To assess and discuss state-of-the-art techniques for aggressive marketing in a competitive environment;
- (c) To recommend innovative strategies to achieve sales and marketing excellence.



SCG's Corporate Affairs Director, Steve Subramaniam and William Miller, former Senior Consultant of the Business Innovations programme in SRI International (Stanford Research Institute, California, USA)

ECONSULT INPUT FOR ASIAN DEVELOPMENT BANK

Econsult has been chosen to provide economic expertise in two Asian Development Bank Studies.

In the first of these studies, Econsult Director David Dennis was engaged as Labour Force and Economic Planning Specialist on the Bank's Second Vocational Education Sector Project in Indonesia. The project ran from October to December 1988.

The second project is situated in Malaysia. It is entitled the Coastal Village Environmental Improvement Project and Econsult Associate Chang Yü Tan has been engaged as Economic Analyst with responsibility to assess the social cost and benefits of providing sanitation service to 50 coastal villages in East and West Malaysia. The project is currently underway and will be complete by the middle of the year.

EXPANSION OF MARKET ENTRY STRATEGY PROGRAMME

Econsult Consultant June Ooi is visiting East Malaysia and Brunei to conduct market research for three products manufactured in Victoria.

This visit marks an expansion of the Market Entry Strategy Programme which has previously been available in West Malaysia and in Singapore.