

UNIQUE OPPORTUNITY FOR TRAINING

Circular No.

Dated: 26-11-2011

Subject: Short Training Courses/ Workshops to be Held in December, 2011

Dear Sir/Madam,

I have the pleasure to inform you that the following short training courses/workshops, **will be held in DCCI Business Institute (DBI) in December, 2011**, for development of forward-looking & knowledgeable entrepreneurs and skilled & efficient business executives. These courses will help participants enhance their knowledge and skills to successfully apply advanced tools and techniques for intelligent decision-making/ use modern strategic business management methods, enhance customer satisfaction and cut cost to become competitive in the present globalised market.

1. **“Effective Customer Services”**; December 02, 2011, (10:00a.m.- 05:30 p.m.), Day- long workshop
2. **“How to Operate Import and Export Business Successfully”**; December 03-08, 2011, (02:30 p.m.- 06:00 p.m.), 5 half-days
3. **“Material Planning and Inventory Control”**; December 10-14, 2011, (02:30 p.m.- 06:00 p.m.), 5 half-days
4. **“Managing Logistics and Transportation”**; December 17-21, 2011, (02:30 p.m.- 06:00 p.m.), 5 half-days
5. **“Micro Credit/ SME Financing”**; December 23, 2011, (10:00a.m.- 05:30 p.m.), Day- long workshop
6. **“Professionalism in Business Communication & E-mail writing”**; December 30, 2011, (10:00 a.m.- 05:30 p.m.), Day- long workshop

Briefs of the courses/workshops are given below:

1. “Effective Customer Services” (02 December, 2011) , Day- long workshop

Objectives: The objectives of the workshop are to know about Effective Customer Management to provide value added customer services to external and internal customers, in a timely manner by developing proper attitude, knowledge, technical support and quality of services.

Contents: What is Customer Service & why need it? Who are the customers & their needs & expectations? Identifying & dealing with different types of customers: how to deal with challenging customers, managing your stress in tense situation, why do customers leave, the art of customer service. The power of effective customer communication: define effective communication, different communication styles, conflict management styles, listening. Effective use of customer service communication tools: customer service protocol; e-mail, voice mail, fax, non-verbal communication, know your audience, identifying personality styles, etc.

Target group: Potential entrepreneurs, Office administrators, Supervisors of administrative staff, Executive secretaries, Personal assistants and other persons having special interest in office management, specially those who are interested to develop interpersonal and professional skills to satisfy customers for enhancing profit.

2. “How to Operate Import and Export Business Successfully” (03-08 December, 2011)

Objectives: The Objectives of the course are to improve and up-grade the skill of the people in-charge of Importing and Exporting functions in business organizations. On completion of the course, the participants will have fair ideas about how to: simplify export/import procedures; profitably raise exports / imports; undertake timely steps for production of cost effective exportables; import goods at a competitive price; expand existing markets; make exportable items more attractive to the market through product diversification, quality improvement, etc.

Course Contents: Current Export and Import Scenario of Bangladesh; General Steps for Import & Export Procedures; Import Procedures; Types of Importers; Letter of Credit (L/C) for Imports; Different types of L/Cs and Obligations of Different Parties involved in L/C; Customs & Customs Clearance; Export Policy, Export Performance and Economic Growth in Bangladesh; Export Procedures & Registration, Checking and Advising of Export L/C; Export Procedures, EPC, ERF & Preparation of Export Documents and Negotiation of Export Documents, Export Incentives, Disputes and Settlement of Export Claims.

Target group: Directors /Managers/In-charges/Executives operating Imports & Exports business and also working as the Manufacturers' representatives and the new Entrants in such business. Persons having special interest in export & import business are also eligible to participate.

3. “Material Planning and Inventory Control” (10-14 December, 2011)

Objectives: The objective of the course is to familiarize the participants with modern management principles and techniques, to increase the effectiveness of the professionals engaged in material planning and management, to promote higher productivity; reduce inventory cost through better planning and control of inventory; and develop an effective Inventory Control System to cater to the production / operation / service demand.

Course Contents: Concept of Store Management, Production / Operation Planning, Material Requirement Planning, Make or buy decisions, Cost associated with Inventory, Purchasing Principles and procedures for inventory replenishment, Stock and other models for better and effective way of managing Inventory/Stores and Store Planning for better store keeping.

Target group: Persons with background in Material /Store Management; Purchase Managers/ Officers, Planning Managers & Production/Operations Managers employed in Private Sector, Govt., Semi Govt. and Non Govt. Organizations.

4. “Managing Logistics and Transportation” (17-21 December, 2011)

Objectives: "Logistics means having the right thing at the right place and at the right time." The main objective of the workshop is to know how to do this. Other objectives of the workshop are: to reduce company's costs and improve customer service quality; to increase the synchronization of activities throughout company's supply chain; to look for cost benchmarking tools that can identify opportunities to generate savings in transportation, warehousing, and other relevant operations; to optimize Supply Chain Management, Freight Transportation and Logistics Services and to boost profits with the effective learning of Logistics and Transportation management.

Contents: Introduction to Logistics and its importance, Supply Chain Management (SCM) and logistics; Operational and strategic responsibilities of Logistics; Drivers in Logistics and SCM: Inventory, Transportation, Warehouse ; Demand management and logistics; Supply management and logistics; 3PL and 4PL; Cross-docking distribution center; Globalization and Logistics ; Transportation and its importance; Modes of transportation; Materials handling and distribution ; Customer services and responses ; Green logistics; Shipping and related issues ; Shipping documents & related conventions; Insurance and logistics; Logistics and transportation in Bangladesh; and Question-Answer session.

Target group: Entrepreneurs, Professionals in the field of transportation, logistics, and supply chain management, procurement, import, export, manufacturing and job seekers in related departments of Logistics and Transportation.

5. “Micro Credit/ SME Financing” (23 December, 2011) , Day- long workshop

Objectives: Access to Financial Services continues to be limited to the Micro and Small enterprises across Bangladesh even though a large number of banks and financial institutions have come forward and are operating in this segment. There still exists, a large gap between the needs of the SMEs and the services provided. The biggest challenge is that the SMEs have unique requirements which are difficult to meet with a “one size fits all solution” and the banks have limited resources at their disposal to meet these needs. The main Objective of the workshop is to dive deep into the structuring of an SME banking proposition and to look at the use of alternative mechanisms that may be used to reduce the cost of delivering services.

Contents: Introduction to the concept of portfolio banking, close look at structuring for delivery – operational and strategic; SME Banking – beyond loans: insurance, savings and deposit products.

Target group: Professionals in the field of finance and banking, NGOs, academicians and practitioners in the area of MSME access to finance, SME Banking and micro finance.

6. “Professionalism in Business Communication & E-mail writing” (30 December, 2011), Day- long workshop

Objectives: The objectives of the course are to equip the participants with the principles and practices of written, oral and International Business Communication including e-mail, the good manners of telephone conversation; conducting meetings and so on.

Course Contents: Communication in International Business and Its Types – Written and Oral Communication; How to make communication more effective? E-mail, Written Communication, its importance in business; Banking correspondence in good business; Correspondence with customers – for different kinds of accounts; Correspondence with customers – for loans and advances; Correspondence with customers – for handling complaints and adjustments; **Oral communication** – How to make a successful presentation? Using the telephone, effective telephonic procedure; Internal Business Communication; **Role of meeting in Business** – Techniques of conducting a successful meeting; Effectiveness of different media; Communication Processes of Local & International Trade Inquiry, Quotation, Order, Invoice and Correctness in writing.

Target group: New Entrepreneurs; Executives/ Officers from any business firm and other persons having special interest in business.

Facilitators for all courses: Highly qualified, reputed and experienced resource persons in the related areas, having ample theoretical and practical knowledge from home and abroad, with current information, have been invited to conduct the training courses/workshops.

Selection Procedure: The intending participants may collect Registration Form from DCCI Business Institute (DBI) or download copy from www.dhakachamber.com/dbi. Participants belonging to the target group will be registered on payment of requisite fees in favour of Dhaka Chamber of Commerce and Industry in Cash or by PO/DD.

Fees : For Each Course: Course # 2, 3 & 4; DCCI Member - Tk. 3,000/- and Non-member Tk. 3,500/-

Corporate Discount : 10% for 3 or more participants from any non-member organization.

Special Discount : 10% for non-member women participants/ graduate students.

Day-long Workshop, SL. # 1, 5 & 6 : Tk. 2,000/- only

Corporate Discount: 10% for 3 or more participants from one organization.

Special Discount : 10% for non-member women participants/ graduate students.

Registration Deadline: 3 days before starting date.

Seats are limited.

Certificates: Certificates are awarded under signature of the President, DCCI and the Executive Director, DBI.

You are, therefore, requested to participate and/or nominate participants from your esteemed organization for the chosen course/workshop.

Best Regards,

Sd/-
(Md. Hossain Ali)
Executive Director, DBI