

DBI/STC/Invt/2020/09

February 23, 2020

Subject: Invitation to attend or nominate participants in the Training Course on “Marketing and Sales Secret for Business Growth”, (13-14 March, 2020; 10:00 a.m. to 05.30 p.m.)

Dear Sir/Madam

I have the pleasure to inform you that **DCCI Business Institute (DBI)** is going to organize a Training Course on: “Marketing and Sales Secret for Business Growth”, during 13-14 March, 2020. An organization must have market orientation while producing goods and services to ensure sustained operation and growth. The marketing/sales manager is responsible for the crucial functions of assessing and estimating demands for the products and services, selling & distribution and ensuring customers’ satisfaction. Thus, the skill of the marketing manager is critical for the success of an organization. In order to familiarize these matters, the training course has been offered by DBI.

Training Course on: Marketing and Sales Secret for Business Growth

Date & Duration: 13-14 March, 2020 (10:00 a.m. to 05.30 p.m.);

Venue: DBI, Dhaka Chamber Building (11th Floor), 65-66 Motijheel C/A, Dhaka-1000.

Objective: The objective of the training course is to develop the skills of the people in charge of marketing/sales function in business organizations.

Course Contents: Introduction to Marketing, Marketing & Sales Promotion; Local Rules and Regulations, Market Segmentation, Targeting & Positioning; Competition Analysis & Competitive Advantage; Product Planning & Pricing Strategy; Distribution Management ; Market Promotion, Integrated Marketing Communication; Tools and techniques of modern salesmanship; Advertising & Sales Promotion; Preparation & Implementation of Marketing Plan, Role play; **Test of learning through group presentation.**

Who Can Attend: Entrepreneurs, Would be Entrepreneurs; Marketing Managers; Brand Managers; Marketing Executives; Sales Persons, New Entrants in Business and any other interested persons..

Facilitator of the course: Highly reputed, qualified, well-trained and experienced Resource Persons, having ample theoretical and practical knowledge in the related areas, from home and abroad, with current information, are invited to conduct the training course.

Registration: The intending participants may collect Registration Form from DCCI Business Institute (DBI) or download copy from www.dcci-dbi.edu.bd . Participants belonging to the target group will be registered on payment of requisite fees by Pay Order (PO)/Demand Draft (DD) or in Cash in favour of **Dhaka Chamber of Commerce & Industry** or pay with cost of payment through **bKash, Wallet number 01766018659** (Payment process: dial *247# and select option 3.Payment).

Registration Fees: Tk. 5,500/- (This includes cost of lunch, tea, snacks, course materials & certificate).

Discount :10% for (one option applicable): (i) DCCI Members; (ii) Women participants; (iii) Students (pursuing his/her undergraduation & post graduation); (iv) Three (3) or more participants from one organization for same course; (v) Early bird package (payment 5 days before registration deadline); and 15% corporate discount for 10 (ten) or more participants from the same organization to one programme.

Registration Deadline: 12 March, 2020. Seats are limited. First Come First Served basis.

We would appreciate if you would kindly nominate concerned official(s) of your esteemed organization for the Training Course. For further information, please contact DBI, Tel: 9552562 Ext. 137, 124 & 123; **Mobile: 01718972656, 01913-745062 & 01766-018659;** E-mail: dbi@dhakachamber.com & tamanna@dhakachamber.com.

Best regards

Md. Joynal Abdin
Executive Director, DBI

P.T.O

Class Schedule of Marketing and Sales Secret for Business Growth

Date	Time	Session and Topic	Resource Person
13.03.20 Friday	10:00 a.m. – 11:30 a.m.	Introduction to Marketing, Marketing & Sales Promotion; Local Rules and Regulations, Market Segmentation, Targeting & Positioning; Competition Analysis & Competitive Advantage; Product Planning & Pricing Strategy; Distribution Management ; Market Promotion,	Mr. Ted Setu Ghosh MBA In Marketing, Banglaore University India, In charge Brand & Communications, Star Ceramics Limited. Working Experience : 10 Years
	11:30 a.m. – 11:40 a.m.	Tea & Networking Break	
	11:40 a.m.– 01:10 p.m.	Continuation	Do
	01:10 p.m. – 02:00 p.m.	Lunch & Prayer Break	
	02:00 p.m. – 03:30 p.m.	Continuation	Do
	03:30 p.m – 03:45 p.m	Tea & Networking Break	
	03:45 p.m. – 05:30 p.m.	Continuation	Do
14.03.20 Saturday	10:00 a.m. – 11:30 a.m.	Integrated Marketing Communication; Tools and techniques of modern salesmanship; Advertising & Sales Promotion; Preparation & Implementation of Marketing Plan, Role play; Test of learning through group presentation.	Mr. Salahuddin
	11:30 a.m. – 11:40 a.m.	Tea & Networking Break	
	11:40 a.m.– 01:10 p.m.	Continuation	Do
	01:10 p.m. – 02:00 p.m.	Lunch & Prayer Break	
	02:00 p.m. – 03:30 p.m.	Continuation	Do
	03:30 p.m – 03:45 p.m	Tea & Networking Break	
	03:45 p.m. – 05:30 p.m.	Continuation	Do
	05:30 p.m.	Certificate Awarding Ceremony	

N. B. : Resource Person(s) may be changed due to unavoidable circumstances.

Tamanna Sultana
Course Coordinator

Md. Joynal Abdin
Executive Director, DBI

Venue: DCCI Business Institute (DBI), Dhaka Chamber Building (11th Floor), 65-66, Motijheel C/A, Dhaka- 1000, Phone: 9552562 (Hunting) Ext. 281 & 123, Fax: 9560830, E-mail: dbi@dhakachamber.com, tamanna@dhakachamber.com, Web site: www.dcci-dbi.edu.bd