Marketing Skills Training

Target Participants: This training is designed for:
- Fresh management executives and officers
- Sales and marketing trainees
- Marketing Officers, Brand Officers, Jr. Sales Executives

Overall Objective: The overall objective of this training is to assist participants in:
- to enhance the analytical skills in marketing
- to understand one's company's marketing strategy
- to develop one's company's marketing plan

Key Topics:
- Marketing Concept
- Customer Analysis
- Situation Analysis
- Product Strategy
- Pricing Strategy
- Promotion Strategy
- Sales and channel Strategy (placement)
- Case Discussions

Training Fee: FNCCI member → Nrs. 4000.00
Non-member → Nrs. 5000.00
20% discount for a week advanced registration

Date/Location:

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<tr>
<th>Training Dates</th>
<th>Registration Deadline</th>
<th>Location</th>
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Note: Flexibility will be maintained in timings

Resource Persons:
- **Mr. Birat Shrestha**, MBA (Kathmandu University School of Management), Area of expertise: Marketing Communication (Advertising & Promotion), Branding
- **Mr. Kashyap Shakya**, MBA (Kathmandu University School of Management), Area of expertise: Brand Management, Marketing & Sales, Product Development


Please register online if possible. If you are unable to access the internet to register online, you may fax or email the registration form to:

Shakuntala Shrestha
Email: shakuntala@fncci.org or trainingunit@fncci.org
Cell.no. 9841821052 Fax: +977 -1- 4261022/4262007

Or direct contact to
Mr. Nabin Shrestha, Phone no. 01-4266918

Please Note: This training has been developed by Employers’ Council of FNCCI. Therefore, FNCCI-Employers’ Council reserves the right to cancel the training due to any unforeseen circumstances.