

ໃບລົງທະບຽນ/Registration form

**ຫົວຂໍ້ເຝິກອົບຮົມ/Name of the course: Training course on "Marketing Services" for More
Customers, Sales & Profits. On 11-12 March 2014 at Settha palace Hotel**

ບໍລິສັດ/Name of organization/company: _____

ທີ່ຢູ່/Address: _____

ໂທ/Tel: _____ ແຟັກ/Fax: _____ ອີເມວ/Email: _____

ຂະແໜງການທຸລະກິດ/Type of business _____

ຜູ້ຕິດຕໍ່ Contact person: _____ ໂທ/Tel: _____ ອີເມວ /email _____

ຊື່ຜູ້ເຂົ້າຮ່ວມ/Name of participants:

1. ທ່ານ/Mr. Ms: _____

ຕຳແໜ່ງ/Position _____

2. ທ່ານ/Mr.Ms: _____

ຕຳແໜ່ງ/Position: _____

ການຈ່າຍເງິນ/Payment detail:

☐ ການໂອນ/Transfer to account number: 001 00857 11 00 01(LAK), Account name: European Chamber of
Commerce in Lao , ທະນາຄານລາວ-ຝຣັ່ງ ຈຳກັດ / Banque franco-lao ltd

☐ ເງິນສົດ/Cash

ກະລຸນາສົ່ງໃບຢັ້ງຢືນການໂອນເງິນມາທີ່/ Please send the payment slip to: soupanith.lounalath@eccil.org,
contact@eccil.org

ໝາຍເຫດ/Notice:

ການສະໝັກຮຽນແມ່ນຈະຕ້ອງໄດ້ຈ່າຍຄ່າມັດຈຳລ່ວງໜ້າ 50% ແລະ ຫຼັງຈາກນັ້ນກ່ອນການເຝິກອົບຮົມ 07 ວັນຕ້ອງໄດ້ຈ່າຍ
ອີກ 50%. ສ່ວນການຍົກເລີກແມ່ນກ່ອນ 07 ວັນ ກ່ອນມີເຝິກອົບຮົມ

In order to do registration, participants have to pay 50% of the course fee and another 50% have to be paid before
the course start 07 days. Any cancelation has to be informing 07 days before the course start.

The training on "Marketing Services" for More Customers, Sales & Profits.

On 11-12 March 2014

Objectives: Developing marketing management process for More Customers, More Sales, More Profits

Language: English

Target Participants: Business Owner, Business Manager, Sales manager, Senior Administrator.

Location: Settha Palace Hotel, Vientiane

Time period: 12 hour (2days)

Seminar fee: ECCIL's member: 2.550.000 LAK, Non-member 2.750.000 LAK
(Including coffee breaks, lunch and handouts)

Trainer: By Mr. Toshio YAMAMOTO, Japanese Expert, Mr. Yamamoto is an expert consultant and trainer of business, marketing and sales in "Panasonic" company, through his 38 years of practical marketing and sales experience as a manager and director in overseas companies and a global marketing/sales instructor at the "Panasonic" central human resource development center.

Course Contents:

Practical review and improvement of marketing management process

- 1) Analyzing marketing opportunity
- 2) Formulating marketing strategic issues
- 3) Segmenting, Targeting market and positioning customer value
- 4) Planning marketing-mix program
- 5) Planning marketing action program

Course Operation:

- Workshop style: Group work, Presentation, Q & A, Discussion and Summery
- Case study: local case of business management and operation
- Action program: Making your actual action program

For more information please feel free to contact us at
eccil.training@gmail.com,
soupanith.lounnalath@eccil.org or
call 020 95519988, 020 2889941

Please kindly register before
27 February 2014

Developing Practical Marketing Plan

