



# APPU Newsletter

Issue 3 : September 2010

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## Postal Retailing & Sales Management Course 2010

This training programme was conducted from 12 - 30 July 2010. There were 17 participants from 11 postal administrations attended this course namely Bangladesh, Bhutan, China, India, Indonesia, Maldives, Malaysia, Nepal, Samoa, Thailand and Vietnam. The course contents were designed to cover all the aspects of global postal environment, introduction to retail business, managing a retail business, marketing and retail business in Thailand Post, merchandise management and pricing in retail business, financial and operations dimensions of retail business in Thailand Post, sales management (sales force, selling process and dynamic of selling), sales management and marketing activities in Thailand Post, communicating with customers in retail business, the role of Post in community development, brand management (branding, brand equity and brand building decisions) brand management and marketing communication in Thailand Post, marketing channel and customer delight (quality customer satisfaction and customer delight). Beside this, benchmarking visits were made to Sri Racha Mail Centre, Damnoen Saduak Post Office, Bang Pla Soi Post Office, Franchised Post Office and Centra Food and Retail for the observation of best practice in retailing company in Thailand. Ms. Suchada Bhuddaraksa, Ms. Parisa Pananond Ms. Chanida Pongpantarak from Thailand Post and Dr. Thiraphong Bualar from Silapakorn University had shared their experiences with the participants as the visiting consultants. Mr. Muhammad Aras was the Course Director.



*Postal Retailing & Sales Management 2010 course participants with the APPC faculty members and Mr. Liu Zhonglin, UPU Regional Project Coordinator (forth from left at the sitting row)*

## Postal Management Course 2010

This training programme was conducted from 12 July - 17 September 2010. There were 12 participants from 8 postal administrations participated in this course namely Bangladesh, Bhutan, Cambodia, China, Japan, Myanmar, Thailand and Vietnam. The course objectives were to equipped participants with all perspectives and body of knowledge of global postal environment, understanding of context for postal operators and managers, marketing and retail business in Thailand Post, role of postal manager in the current context and the postal manager's tool kit, understanding the postal value chain, sales management in Thailand Post, the roles of Post in community development, marketing for postal manager, the Universal Postal Union and Regional Development Plan for Asian-Pacific Region, brand management and marketing in Thailand Post, product strategy for post offices, integrated marketing communications in Thailand Post, place and channels strategy, e-commerce, pricing strategy for postal products, promotion and advertising for post offices: customer education and new trends in promotion, framework for formulating business strategy - group work on business strategy, on-course project on business strategy and planning, organizational strategy and its execution, an introduction to project management, overview on 25th Asian International Stamp Exhibition, transformation, strategy execution and achievements in Thailand Post, application exercise on project management and strategy execution, attending opening ceremony of the 25th Asian International Stamp Exhibition, financial management, performance management and the balanced business scorecard, case study in organizational excellence (FedEx), application exercise on key performance indicators, human re-

source management for postal operators, harnessing technology for improving organizational performance and customer satisfaction, case study on HRM - Southwest Airlines, session on Indonesia Post (covering strategy, business and human resource), understanding the role of technology for postal operators-discussion, efficient operation management in Thailand Post, journey of postal items best practices, mail operation analysis (APPU case study), collection, processing, transportation and delivery (case study: mail operation improvement in six postal administrations), strategic operation management & changes in Post, logistics operations in Thailand Post - planning & execution, automation of mail, parcel depot- technological solutions for Post from Siemens, use of IT in operations and postal management - new trend and preparing project / RFP / TOR for operations in Post (operational project documents). Apart from this, Postal Management Course participants were given opportunity to participated the UPU Parcels Workshop and Leadership for Postal Manag-

ers Programme. Study trips were made to Chiangmai, Ubonratchathani Provinces and Bang Plaso Post Office to expose the best practices of Post in the tourist attraction area. Benchmarking visits were also made to Rachadamen Post Office, Sri Racha Mail Centre, Laksi Mail Centre, Bangkok Mail Centre, Laksi Post Office, Damnoen Saduak Post Office, opening ceremony of the 25th Asian International Stamp Exhibition, Suvarnabhumi Mail Centre, Thai Airways Cargo and DHL Hub at Suvarnabhumi Airport. Ms.Chanida Pongtarak, Ms.Suchada Bhuddaraksa, Ms.Parisa Pananod, Mr. Phitsanu Wanitchaphol, Mr. Apichart Ountphan, Ms. Pongpan Pongsawat and Mr. Anucha Soonglertsongpha from Thailand Post, Dr. Thirapong Bualar from Silpakorn University, Mr. Surajit Kongwattana, President of FIAP and Mr. Sebastian Teo from Siemens had come for sharing their experiences as the visiting consultants with the participants. Mr. Shailendra Kumar Dwivedi was the Course Director.



*Postal Management 2010 course participants with the faculty members of APPC*

## Operations Management Course 2010

This training program was conducted from 23 August - 17 September 2010. It was attended by 20 postal managers from 14 postal administrations namely Afghanistan, Bhutan, China, Indonesia, Iran, Kiribati, Korea, Macau, Solomon Islands, Sri Lanka, Tanzania, Thailand, Tonga and Vietnam. The course contents were designed to cover the aspects of global postal environment, mail operation analysis (APPU case study), collection, processing, transportation and delivery (case study : mail operation improvement in six postal administrations), strategic operation management & changes in Post, logistics operations in Thailand Post-planning & execution, automation of mail, parcel depot - technical solutions for Post from Siemens, use of IT in operations and postal management, preparing projects / RFP / TOR for operations in Post (operational project documents), Enterprise Resource Planning (ERP). preparing a postal opera-

tion management plan, formulation of UPU Regional Project and use of Quality of Service Fund to improve operational efficiency, time management & conflict management to attain operational efficiency, postal reform in Korea Post, international postal inquiries - Thailand Post, quality management in Thailand Post, E commerce business models and managing E business. Benchmarking visits were made to Sri Racha Mail Centre, Bangkok Mail Centre, Laksi Mail Centre, Damnoensaduak Post Office, Thailand Post Call Centre, EMS Customer Care Unit, Laksi Post Office, Franchised Post Office, TG Cargo and DHL hub at Suvarnabhumi Airport. Mr. Anucha Soonglertsongpha, Mr. Tawat Tripipat, Mr. Thawin Boonmark from Thailand Post, Mr. Liu Zhonglin, UPU Regional Project Coordinator for Asian Pacific Region and Mr. Sebastian Teo from Siemens, Singapore had shared experiences with the participants. Mr. Wasim Zafar was the Course Director.



*Operation Management 2010 course participants with Ms. Areewan Haorangsi, Acting Principal Advisor for Communication of MICT ( eighth from right) and Director Somchai on the graduation day*

## Special Program on Philately for India Post

This training program was conducted from 2 - 6 August 2010. It was attended by 14 participants from India Post. The objectives of the training program were to give an overview of how to organize the good philatelic exhibition. The contents of the course were designed to cover topics of general regulations of FIP for exhibition, overview of 25th Asian International Stamp Exhibition, preparing and organizing of philatelic exhibition and how to build a good philatelic exhibit. Apart from this, the participants were taken to the opening ceremony of the 25th Asian International Stamp Exhibition which was presided over by Her Royal Highness Princess Mahachakri Sirindhorn on 4 August 2010. Benchmarking visit was made to Thai British Security Printing Co. Ltd. Mr. Muhammad Aras was the Course Director.



*Participants of Special Program on Philately for India Post with faculty members of APPC and Mr. Surajit Gongwatana, President of FIAP (fifth from left at the sitting row)*

## APPU - UPU Parcels Workshop

This workshop was conducted from 30 August - 1 September 2010. It was attended by 5 participants from Cambodia, China, Iran and Thailand. Additional to this, the Postal Management and Operations Management Course participants were also given the opportunity to participate in the workshop as well. The aim of the workshop is to raise awareness about the core quality issues in the improvement of the parcel products; to raise awareness about the changing regulations with respect to ILR and the increasingly demanding minimum quality levels that have to be adhered to remain eligible for the quality linked ILR; to raise awareness about the market realities; and to help the operators carry-out a country specific gap analysis and prepare measurement action plans for improving parcel performance and business. The workshop covered the table discussion (all participants); Parcel Group Strategy-I, presentation & questions, outline of UPU strategy, POC structure for parcels;

Parcel Group Strategy-II, inward land rate system and quality of service, results in the region, ROI model, presentation & questions; Parcels Operational Process, overview, parcels tracking; Parcels Report Part I, description of reports and definitions of ratios, how to use the report; Parcels Report Part 2, report back from syndicate groups; Customer Service and IBIS (Internet Based Inquiry System), IBIS feature and benefit, IBIS demonstration & management reports, IBIS study of reports, customer development, policy regulations and EDI; Par-

cels Reports Part 3, syndicate exercise and report back from group; taking action, management by objectives, planning for action - exercise on ROI, planning process, action plan form and preparing actions plan. Ms Christine Betremieux, Chief of Parcels and Logistic, UPU and Mr. Alex M Gomes Da Silva, Administrator and Expert on Parcels and Logistics, UPU, along with the 3 lecturers from APPC, Mr. Shailendra Kumar Dwivedi, Mr. Muhammad Aras and Mr. Wasim Zafar were the resource persons of the workshop.



*Participants of APPU - UPU Parcels Workshop with faculty members of APPC and Ms. Christine Betremieux, sixth from right and Mr. Alex M Gomes Da Silva, fifth from left at the sitting row*

## Leadership for Postal Managers Programme

To mark the completion of the Postal Management Course 2010, a special module on leadership was conducted by the College from 6 - 17 September 2010. This was run as an dependent program on which participants from India and Kiribati also participated. The focus of the programme was on the postal transformation, current environment context and the future vision that is to be translated to reality by the leading postal managers. Often, it is seen that the gap between vision and execution is the leadership gap. The programme tried to address this aspect as its central theme and focus on the practice of leadership as from case studies rather than the academic aspects of leadership. The programme also offered the opportunities to the PMC participants to interact with new participants from other countries. The programme was greatly appreciated by the participants as it contributed to their personal development. Mr. Shailendra Kumar Dwivedi was Programme Director.



*The participants of Leadership for Postal Managers Programme with Director Somchai and APPC faculty members*

# Celebration of 40th Anniversary of APPC

On 10 September 2010, the Director of APPU Bureau, Mr. Somchai Reopanichkul organized the 40th anniversary celebration of APPC. There were Thai alumni, participants of Postal Management and Operations Management Courses, executives from Ministry of Information and Communication Technology and Thailand Post and APPC faculty members participated in the ceremony.

