



Postal Management Course, 2010

12 July- 17 September 2010

Dear participant,

Congratulations on having been selected to attend the Postal Management Course at APCC this year.

Background and Context of the programme

2. The rapid changes in the business environment and the need for the designated operators to adapt to these changes bring the focus back on the capabilities of the postal managers to steer the transition successfully. As the knowledge, skills and attitudes of the postal managers are critical to our success; the Postal Management Course has been designed to meet the requirements of Managers at various levels and positions in postal organizations. The Course will provide an opportunity to both experienced and young managers alike to prepare themselves for their current and future roles and responsibilities.

3. The Postal Management Course will provide a complete toolkit for Postal Managers in terms of soft and hard skills for result and outcome oriented management. The Course will have modules on the environment analysis for the postal business, industry analysis and business and marketing for postal managers, operations and technology management, international postal services, service quality management, financial management, performance measurement and human resource management. All these modules will be carried out in a hands-on manner to ensure all the key points are imbibed by the group. It will also include a workshop on "Leadership and Self Development" as the final take away from the programme in which all participants will be able to draw up an action plan for themselves specifying how they could contribute to the achievement of the objectives of their organisation. As a part of this programme, a number of field visits to postal facilities all over Thailand would also be organized to enrich and imprint the learning in the classroom.

Pre-Course Project and its importance

4. As an integral part of the course design, you will be required to submit a pre-course project report that will be presented and evaluated during the course. The Project Work for this Course consists of three different sections.

Part I of Pre-Course Project Report

Please include background information on the country; your postal organisation - its corporate structure, products and services; Strategic planning - Vision, mission, overall corporate strategy; Details of corporate data and business performance - details of postal network, personnel, business data/figures relating to mail, parcel, philately, retail, banking, insurance etc. Costing of Postal Products - Details of Costing Method followed in your Post

This part of the project report should also include aspects of:

- *Mail Volumes - Domestic and International for different categories of mail products*
- *The traffic and revenue trends for parcels- domestic and international*
- *Logistics service- business and operational model and data*
- *Market analysis reports, if any*
- *Business plan for parcel and logistics and its relation to business strategy of your organization*
- *Mail Processing structure including Exchange Offices structure and functions*
- *International Mail volumes- Import and Export and Major partners in mail exchange*
- *International EMS and Parcels services- Volumes*
- *Customer Inquiries handling procedures*

Part II of Pre-Course Project Report

You can select **ANY ONE** topic pertaining to your organization from the options given below.

1. Financial Management & Practices adopted in your organization
2. Business Plan/Corporate Plan of your organization in detail
3. Management of different businesses viz., Mail & Express Business, Philately Business, Retail Business in your Post and Marketing of these products
4. Management of retail, mail operations and supporting services
5. Human resource management and its link with the operations
6. Service quality management and customer touch points for your

7. International Postal Operations and Business including Letters, Parcels, EMS and Financial Services
8. Role of IT in managing postal services in your organization

Part III of Pre-Course Project Report

1. Conclusion
2. Your expectations from the PMC 2010

You will be asked to make a presentation to the group on this topic during the course.

5. The objective of this pre-course work is for participants to undertake a minor research of their own administrations. It will enrich their experience by sharing with others the experiences in their own postal administration and help them understand the concepts discussed here in a better way. They will also become aware of the existing situation and development in other postal administrations.

6. The project report should be neatly typed and may run to 6 to 8 (A-4) pages. You will be given 25 to 30 minutes to present your pre-course project work that will include time for questions and answers.

7. APPC will review the Pre-Course Project Report and grading will be reflected in the final evaluation report which will be forwarded to your postal administration. I wish to add here that the Pre-Course Reports will become part of the reference materials in the APPC library. It is therefore requested to collect as much data as possible for the report and to make the report a comprehensive one. By preparing this report you will gain a sound understanding of current business scenario for your organisation. This background information will help you to assimilate the lecture sessions and to develop a useful On-Course Project Report to be completed during the third week of the course.

Other important things to carry for the course

8. Participants are also required to bring with them statistical data about their postal organizations, information and publicity brochures, booklets on products and

services, posters, pamphlets and other materials that deliver information on their business activities. These will be discussed in the classroom.

9. Most importantly, You must get copies of

- Postage rate structure of both domestic and international mails and parcel services
- Copy of your company's Annual Report
- Data related to key quality performance indicators for all services and products
- Samples of documentation used in parcel processing and accounting- both domestic and international

10. Finally, please bring with you your National dress\ Formal wear for the formal get-togethers and international food festival. Casual clothes will be required for the weekend excursions to the seaside, etc. Sports dress and shoes may be used for the "APPC Games" day and for other sporting activities.

For the *international food festival*, where you will be required to cook dishes of your country, you may want to bring particular spices, ingredients, etc. to prepare these dishes.

11. In case you want any clarification on the above, please do not hesitate to contact me on APPC phone number + (662) 5733295 or email me at shailendra.dwivedi@gmail.com . You can check the college website at www.appu-bureau.org for more information on the college.

I look forward to seeing you in Thailand,

Shailendra

Course Director

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Course Director - Postal Management Course 2010

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