



Postal Retailing and Sales Management Course, 2010

12 to 30 July 2010

Dear participant,

Congratulation on being selected to attend the Postal Retailing & Sales Management Course.

As part of the course design, you are required to prepare a pre-course project report about your own postal organisation prior to your arrival in Bangkok. The report will be presented to the group during the course. The objective of this pre-course work is to ask the participants to undertake minor research of their own organizations. It will enrich their experience by sharing with others the experiences in their own organization and help them understand the concepts discussed here. They will also become aware of the existing situation and development in other postal organizations.

The pre-course report should cover the following aspects:

- Your corporate vision & mission statement
- Current business situation in the country and in the Post
- Critical issues in marketing, operations, financial, human resource management faced by your organisation.
- Retailing and sales management in your organization (challenges and opportunities)
- Customer satisfaction survey/ index
- Sales Promotion
- Brand management
- Analysis of the market and competition in Post. List your competitors. List your top customers.
- Statistical data to show the general performance of your business
- Management future plans to improve business in your Post.
- Other information which you think relevant to the course.

The project report should be neatly typed and may run to 6 to 8 (A-4) pages. You will be given 20-30 minutes to present your pre-course project work that will include time for questions and answers.

Importance of Pre-course project report

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 may I advice you to make the report a comprehensive one. By preparing this report you will gain a sound understanding of current international postal service scenario in your organization. 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.

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

In case you need any clarification, please do not hesitate to contact me on APPC phone number + (662) 5733295 or email at aras@appu-bureau.org . You may also get more information about the College through APPU website at <http://www.appu-bureau.org>.

Herewith enclosed some Thai words and phrases which will help you to communicate while you are in Thailand. You can also look up these words at the APPU website.

I look forward to seeing you in Bangkok,

Muh. Aras

Course Director