



# Postal Business Development

12<sup>th</sup> - 30<sup>th</sup> August 2019

The three week Postal Business Development Course focuses on the consideration how to develop business by delighting your customers. The course will cover the development on core business of postal industry (Courier, Express and Parcel (CEP) and Logistics, Communication and messaging, Retail, and Finance. Some case studies from other Postal Operators are shown in the class. Site visits both Thailand Post and private sector are arranged for benchmarking with your home country.

<b>Strategy</b>	<b>Branding</b>	<b>Marketing</b>
<b>Postal Innovation</b>	<b>Sales Management</b>	<b>CEP &amp; Logistics</b>
<b>Postal</b>	<b>Financial</b>	<b>Retail</b>
<b>Client Development</b>	<b>Marketing Business Development</b>	<b>Best Practices</b>
<b>Global Postal strategy</b>	<b>Sustainable development</b>	<b>Costing and Pricing</b>



# Course Schedule

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
AM	<b>Introduction &amp; Ice Break &amp; Administrative briefing</b>	<b>Global Postal Environment</b>	Postal Strategy and Best Practices	Marketing and Branding	Current Environment for Posts
PM	<b>Bangkok in Five Hours</b>	PBD Course Overview	Participant Presentations	<b>Marketing and Branding exercises</b>	<b>Visit to Mail Centre &amp; EMS Centre</b>

Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
AM	<b>Introduction to Sustainable Development</b>	<b>Visit to thai Health Promotion Center</b>	<b>Case studies and exercises on sustainable development</b>	Visit to DHL	Summary of Sustainable development
PM	Sustainable Development Framework	<b>Global Postal strategy linked to Sustainable development</b>	<b>Case studies and exercises on sustainable development</b>	<b>Case studies and exercises on sustainable development</b>	<b>International Food Festival</b>

Week 3	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Marketing Business Development	Costing and Pricing	Delighting Customer	PBD Final Presentations	Course Summary
PM	Client Development	<b>Costing and Pricing Exercises</b>	Customer Engagement	PBD Final Presentations	<b>Graduation &amp; Lunch</b>

Breaks at 1000 and 1445 and lunch 1145-1315 (1145-1345 Fridays)

**Text in Red** – non-course sessions

**Text in green** – offsite to inspire innovative thoughts and external stimuli

**Text in bold** – sessions provided by external presenters

For information on dates and prices please contact [admin@appu-bureau.org](mailto:admin@appu-bureau.org)

# APPC

## Asian-Pacific Postal College

Educate - Inspire - Motivate

