

Annex 1.1 Strategic Marketing Management Workshop

Objectives:

The workshop is designed for Posts who intend to develop sustainable and modernized services hence promoting the Posts as a key player and an integral part of the socio-economic. It aims to help business managers for fulfilling necessary knowledge and skill in developing strategic marketing aligned with business plan for e-commerce which will be country-specific.

Who should attend?

Managers of the marketing team as well as those responsible for Corporate Strategy.

Duration: 5 Days

Outlines:

- Formulation of strategic plan for parcel and logistics business
- Understand customers and generating insights
- Accelerating marketing execution through agile marketing
- Technical development on operations management for e-commerce related business
- Advanced E-commerce and e-retailers solution

Agenda:

- Day 1 Customer Expectations on Post in a Digital World
Competition and trends analysis
- Day 2 Integrated Product Plan (IPP) of UPU
Innovation Strategy Postal Product Development
- Day 3 Customer Journey Mapping
Marketing Concept linked with Customer Experience
- Day 4 Roles of Posts as cross-border service provider
Solutions to improve visibility and reliability
- Day 5 Question and answer
Group work activity