



Business Planning

31th May to 4th June 2021

The workshop will focus on procedural simplification and operational efficiency as well as realistic assessment of true costs of existing postal products, providing necessary knowledge and skill in developing a strategic plan for e-commerce which will be country specific. In essence, the workshop will be Case Study Driven, looking at approaches and Successful innovations world wide.

| Session | Monday | Tuesday | Wednesday | Thursday | Friday |
|---------|---------------------------------|--------------------------------|--|---|-------------------------|
| AM | Post Covid challenges faces | Digital transformation journey | Innovation Strategy | Case Studies of Posts | Group Work Presentation |
| PM | Importance of business planning | Visit to Private Sector | Visit to Thailand Creative and Design Centre | Group Work on Business Planning Exercises | |



Ms Yu Yan holds Master Degree of Administration and Bachelor Degree of Economics. She joined the APPC in January 2019. Her working experience in the postal sectors including 10 years focusing on postal operations and over 10 years on strategic planning, regulatory issues, postal reform and business development. From 2003 to 2004, she worked at the International Bureau of UPU, as the project manager of EMS Unit, specializing in the Improver Program. Her previous position before joining the APPU was the Director of the Express Management Division at the Market Supervision Department, State Post Bureau of China (P.R)



Annex 1: E-commerce Fuel and Business Planning

Objectives:

The programme is designed for Posts that intend to develop or enhance a country's existing national e-commerce strategy and is expected to facilitate achieving postal business growth goal. It aims to provide guidance on constructing and refining the postal vision and strategic recommendations, and support setting up priorities in a timely, effective and efficient manner.

Who should attend?

Managers of the corporate strategy team as well as those responsible for e-commerce service, retail, and marketing.

Duration: 5 Days

Outlines:

- Overview of e-commerce trends and drivers, key elements of physical services
- Describe the framework for a postal e-commerce service vision
- Focus on the processes involved for effectively managing the development of a parcel and logistics business plan
- Understand the implementation of ORE programme and current quality of service status in the region
- Introduction of IT solutions

Tentative Agenda:

- Day 1 Customer Expectations on Post in a Digital World
Managing the postal vision process
- Day 2 Gathering and analyzing information,
Understanding competition and trends
- Day 3 Supply Chain and UPU ORE Programme
Integrated Product Plan (IPP) of UPU
- Day 4 IT tools and requirements to improve mail visibility and reliability
- Day 5 Question and answer
Group work activity

Annex 2: Driving Digital Strategy

Objectives:

The programme is designed for Posts to be ready for the data-driven process that starts with collecting and analyzing data with modern technologies, adopt technology solutions that support decision making across the entire organization.

Who should attend?

Business Managers and team leaders who are responsible for driving innovation and growth, as well as seasoned technology practitioners.

Duration: 5 Days

Outlines:

- The data collection journey and management process
- Identify why data is important for Posts and how can we benefit from it
- Using data to optimize decisions for Post business
- Identify organizational issues that need to consider when making decisions
- Develop a digital strategy based on business strategy

Tentative Agenda:

- | | |
|-------|---|
| Day 1 | Digital postal services and the Sustainable development goals Customer expectations- especially younger digital generations |
| Day 2 | Current problems with IT solutions, including visibility, quality of data, cross-border shipments etc. |
| Day 3 | Solutions to improve visibility and reliability ORE Goals, Key pillars Quality Control System Case study on how active data helped clear international bottlenecks |
| Day 4 | Operational readiness for e Commerce (linked with QSF) Data management enhancing service performance |
| Day 5 | Question and answer Workshop Summary |

Annex 3: International Financial Services and Financial Inclusion

Objectives:

The programme is designed to impart knowledge on “International Financial Services” in general and in particular the International Financial Services offered through the UPU Platform. This programme will also give an opportunity to understand the several Financial Projects undertaken by the UPU for the member countries. Apart from this, the best industry practices with respect to IFS will be discussed. Further as many governments are trying to provide the financial services to the underbanked and unbanked population, the programme will discuss the aspects of Financial Inclusion. The success stories in this area will be shared with participants.

Who should attend?

Middle level managers from Planning and Operations who require a sound understanding of the scope and the techniques related to the International Financial Services and Financial Inclusion.

Duration: 5 Days

Outlines:

- Scope of Financial Services
- Cross-border e-Payment and Payment gateways
- International Financial Services
- Role of UPU in Digital Financial Services
- Projects undertaken by UPU on Financial Services.
- Best Industry Practices in DFS
- Monitoring and Reporting Tools used for IFS
- Financial Inclusion

Tentative Agenda:

- Day 1 Current Business Environment for Posts and
Scope of Digital Financial Services
- Day 2 UPU’s role in Postal Financial Services
Projects related to Financial Services
- Day 3 IFS: The Tools and Techniques
Financial Inclusion
- Day 4 Best Practices across the industry w.r.t. IFS
- Day 5 Question and answer
Workshop Summary

Annex 4: Corporate Level E-commerce Strategy

Objectives:

The programme is designed for obtaining information that will be useful when developing an E-commerce strategic plan for the Corporate. It helps business managers to focus on developing the best businesses response to business conditions, opportunities and changes, identifying the value improvement opportunities and improving the operational readiness and digital capacity and capability of Posts.

Who should attend?

Suitable for middle and senior level managers working at the headquarters, field formations and other strategic business units.

Duration: 5 Days

Outlines:

- Key element of E-commerce physical service
- The role of the post in the digital economy and marketing potential
- Innovation as part of strategy, productivity and profitability
- Gaining an advantage in physical business models
- UPU IPP and ORE projects

Tentative Agenda:

- | | |
|-------|---|
| Day 1 | E-commerce trends, drivers and the E-commerce Opportunity for Post Meet the needs of customers and e-retailers with Postal specialization and technology integration |
| Day 2 | Current ORE project implementation and Quality of service status in the region Integrated Product Plan (IPP) of UPU |
| Day 3 | Electronic advance data model (EAD) 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 |

Annex 5: Leadership and Innovation Management

Objectives:

The aim of this programme is to develop employees' capacities to perform appropriate tasks within their organization, focus on smooth transitioning into new role, build core skills, identify the manager's responsibilities for achieving results, build and work with successful teams and overcome challenges with confidence.

Who should attend?

Senior and Middle level Managers, Officers who are in the leadership role in Operations in the field or responsible for policy making at Headquarters. Other managers who are keen on this knowledge field can also benefit from the special program.

Duration: 5 Days

Outlines:

- The challenges of leadership in the postal industry today
- Engagement and communication – a better place to work
- Identifying potential future leaders, developing talents and building motivated careers
- Innovation Strategy along with able leadership is the key to sustainable future of the Post
- Listening to lead more effectively – coaching skills and building a coaching culture across the whole organisation
- Bringing the ideas together in action plan
- Team activities to know the best practices and bringing out new ideas
- Operational Readiness for e-Commerce and Role of Leadership

Tentative Agenda:

- Day 1 Innovation Management within an Organization- Role of Leadership
- Day 2 Innovation: An essential ingredient for the sustainable future of the Post. Building a Customer focused, Service motivated work Culture.
ORE and Role of Leadership
- Day 3 Leading Innovation in the age of disruption- enabling and driving an innovative organisation. Developing Future Leaders
- Day 4 How to ensure Ethics and Integrity at the Workplace and to build a motivated Workforce.
Providing a Leading Change, bringing your people with you, Team Building
- Day 5 Question and Answers
Summary of the Workshop

Annex 6: Practical E-Commerce Management

Objectives:

The programme is designed for Posts who drive or intend to drive analytics projects at their organization. It helps business managers to find the strategies needed to transform the postal network into a data-driven network.

Who should attend?

Managers responsible for Corporate Strategy or staff working closely with IT systems.

Duration: 5 Days

Outlines:

- The customer's perspective: what are the key drivers in Asia
- Identify why data is important for Posts and how can we benefit from it
- Analyze data to optimize decisions for Post business
- Build on postal strength: make use of last-mile postal network

Tentative Agenda:

- Day 1 The E-commerce Opportunity for Post
Digital postal services and the Sustainable development goals
- Day 2 Redefine Posts: transforming with parcel and logistics service
Transport/Warehouse Management
- Day 3 Digital postal services- Technical Analysis
Case study in Post
- Day 4 Strategies and actions followed for the provision of e-services
Major obstacles to the growth of digital postal services
- Day 5 Question and answer
Workshop Summary

Annex 7: Operations Management

Objectives:

The programme is designed to impart knowledge on all aspects of the end to end Mail Operations including the supply chain management, visibility and reliability of the mail flow system, Quality monitoring, efficient coordination with the customs and airlines, service standards, understanding the data format and importance of data quality and effective use of technology for the improvement of efficiency, productivity and quality of the entire operation system.

Who should attend?

Middle level managers from Planning and Operations who require a sound understanding of Operations Management Systems and tools and techniques.

Duration: 5 Days

Outlines:

- Analysis of end to end Operations-collection, processing, transportation, delivery
- Operations Management tools: Forecasting, Capacity Planning and Inventory Management
- Operational Excellence/ Service Excellence
- Strategic Operations Management Techniques
- Management of Mail, Express, Cargo and Logistics Operations
- Strategic role of quality in operations effectiveness
- Application of technology in Operations Management
- UPU Project on “Operational Readiness for E Commerce”.

Tentative Agenda:

- Day 1 Understanding Mail Operations (End to End)
E-Commerce and Role of Posts
- Day 2 Post-Custom Coordination for faster Mail Flow
Electronic Advance Data Model and its Implementation: Challenges faced by Post
- Day 3 Implementation of ORE Projects in Asia Pacific Region
End to End performance reliability
- Day 4 Integrated Product Plan and Integrated Remuneration plan of UPU.
Supply Chain Management
- Day 5 Question and answer
Workshop Summary