



Strategy Formulation & Execution

The Strategy Formulation and Execution (SFE) course will focus on importance of Strategy and how to formulate the Strategy. The Course will also emphasize on E-commerce and Business Expansion. The course is designed to help participants think about what should be the future role of posts in a rapidly changing digital environment. The course investigates issues such as Government policy, challenges and market competition and discusses how these impact the strategy of the national postal operator. This Course will be conducted by the APPC Course Director Ms Padmagandha Mishra.

Strategy & Competitive Advantage	E-Commerce and CEM	Marketing
Policy & Regulation	Strategy Model creation	Business Process Reengineering
Postal Situation Analysis	Financial Goal Setting	Digital Strategy
Vision, Mission and Core Values	Outcome Analysis	Best Practices



Ms Padmagandha Mishra, who joined APPC in 2019, will be the Course Director for the Strategy Formulation and Execution course. With a background in India Post she has vast experience working in the operations as well as in Policy making in national and international postal sector. Before joining APPC she was working in India Post as Director International Relations and Global Business. She has very good knowledge of UPU, APPU and other multilateral organisations

