



Advanced Business Planning

The third week of the four-week Business Development and Marketing course incorporates a special workshop on **Advanced Business Planning (ABP)**. As postal business undergoes a transformation in response to new challenges, many forces are shaping us –force of technology, force of globalization, force of demography, force of society, and force of energy crisis and sustainable development. Postal Businesses need to adapt to change to all relevant challenges. Effective advanced business planning can be the key to the postal success. An Advanced business plan can help us secure finance, prioritize our efforts and evaluate opportunities. The workshop will cover the important steps of advanced business planning: Executive summary, Company description, Market analysis, Outline of management and organization, products and services lists, customer segmentation, marketing plan, logistics and operation plan and financial plan. This will enable the participants to apply the knowledge to their Posts.

Introduction to Advanced Business Planning	Elements of Advanced Business Plan	Challenges in Writing Business Plan
Strategy formulation and execution	Steps of Writing Advanced Business Plan	Examples of Business Plan
How to write the Advanced Business Plan	Types of Business Plan	Site Visits
Strategic Planning Exercises	Marketing and Business Plan	Group Exercises



Mr. Anucha, who has been re-appointed in APPC in January 2023, will be the Course Director for **ABP special workshop**. He comes with a lot of experience from his last term as Course Director of APPC during 2014-2019. Have conducted many in-house courses including the External Training Programs (ETP) abroad such as Brunei Darussalam, Hong Kong, Lao, Malaysia, Macau, Myanmar, Mongolia, Sri Lanka, Timor Leste and Vietnam. Have worked in Thailand Post for over 30 years and have worked in various areas such as International Postal Operations, Logistics Management and Marketing and Sales etc., he can contribute his knowledge and expertise to all participants and the Posts.

