



Postal Sector: Strategy Formulation and Execution (PSFE)

Strategy refers to the determination of the purpose or mission and the basic long-term objectives of an enterprise and the adoption of courses of action and allocation of resources necessary to achieve these aims. Strategic Alternatives are developed to set directions in which the business's human and material resources will be applied for a greater chance of achieving selected goals. This 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.

Current Business Environment of Posts	Types of strategy	Strategy Formulation
Strategic imperatives for Posts	Postal innovation and Technology Showcase	Global Postal Strategy
Managing Change in Postal Sector	Leadership and Innovation	Case Study from Posts
Digital Transformation	e-Commerce and Big Data Technology	Group Exercises



Mr. Anucha, who has been re-appointed in APPC in January 2023, will be the Course Director for **PSFE Course**. 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.

