



Business Development and Marketing

The four-week **Business Development and Marketing Course (BDM)** focuses on the processes and tasks that will grow revenue opportunities, business development, marketing and sale. The business development will focus on the postal business growth, increasing of revenue and boosting the profitability of strategic decision while the marketing focuses on communications and consumer targeting towards a sale. Some key areas will be involved such as Sales growth, Marketing strategy, Postal strategy development, Business communication skills, Evaluation of competitor development, Leadership, Teamwork and Innovation management. Topics covering the development on core business of postal industry (Courier, Express and Parcel-CEP) and Logistics, Communication and messaging, Retail and Finance, insights on innovation and customer value management will give participants the skills needed to apply to their Posts.

Current Business Environment of Posts	Business Communication Skills	Evaluation of competitor development
Strategic imperatives for Posts	Development of Postal Strategy	Case Study from Posts
Postal sector policy and Universal Service Obligation	Product/Service Development	Site Visits
Development of Marketing strategy	Leadership/Teamwork and Innovation	Group Exercises



Mr. Anucha, who has been re-appointed in APPC in January 2023, will be the Course Director for **BDM Course**. He comes with a lot of experience from his last term as Course Director of APPC during 2014-2019. Having conducted many in-house courses including the External Training Programs (ETP) abroad such as Brunei Darussalam, Bhutan, Hong Kong, Laos, Malaysia, Macau, Myanmar, Mongolia, Sri Lanka, Timor Leste, USA and Vietnam. Having 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.

