

GS1 MALAYSIA MEMBER CAPACITY BUILDING INITIATIVE

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Organised by FMM INSTITUTE (475427-w)
Centre For Professional Development



DIGITAL BUSINESS MASTERY FOR SME'S: FROM STRATEGY TO EXECUTION IN THE ONLINE WORLD



TRAINER:

**DR PATRICK SARAVANAN
NATHAN LURUDUSAMY**

FREE FOR GS1 MEMBERS

**As per terms and conditions*

ACTUAL TRAINING FEE = RM1,350/PAX

**LIMITED SEATS AVAILABLE!
(FIRST COME FIRST SERVE BASIS)**

PLEASE REGISTER HERE:



For more information, please

contact: FMM Institute Officer

Tel: 04-440 3628

Email: fmmkedahperlis@fmm.org.my

DATE : JANUARY 28-29, 2025 | WEDNESDAY-THURSDAY

TIME : 9.00AM - 5.00PM

PLATFORM : REMOTE ONLINE, ZOOM

The main aim of the course is to provide learners with a comprehensive understanding about the future of digitally-enabled entrepreneurship and commerce, by designing and launching digital business. This includes learning about marketing concepts that are relevant in the digital environment, analyzing best practice examples, and developing skills for creating, delivering and communicating value by using digital marketing tools and social media platforms. Beside more general overview of the digital marketing and social media phenomena, the course will focus on business goals, strategy development and user experiences.

KEY BENEFITS OF GS1 MALAYSIA - FMM INSTITUTE:

1. Understand the basics of a content management system, and how it can be used as the foundation for an internet business presence.
2. Set measurable business objectives (such as conversion goals), and monitor the success of those objectives through the use of web analytics.
3. Create an online business design by providing a satisfactory online experience, and achieving business objectives digitally.
4. Participants will be exposed to practical experiences and exposure to create digital marketing contents.

COURSE OUTLINE:

- Overview of Online Entrepreneurship
- Introduction To The Internet
- Internet Marketing Environment
- Social Media Marketing
- Online Consumer Spending Habits Identifying Business Goals
- Business Strategy Development
- External Information Searches
- Types of E-Shoppers
- Virtual main behavior patterns

TARGET GROUP:

- Business Owners & Managers
- Marketing Professionals
- Students & Academics
- Corporate Employees
- Freelancers & Content Creators



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**GS1 MALAYSIA MEMBER CAPACITY BUILDING INITIATIVE****COURSE OUTLINE**

TIME/DAY	DAY 1	DAY 2
8.45AM	Registration	
9.00AM	Overview of Online Entrepreneurship <ul style="list-style-type: none"> • Definition and scope of digital entrepreneurship • Key differences between traditional and online businesses • Benefits and challenges of starting an online business • Case studies of successful digital entrepreneurs • Trends shaping the future of online entrepreneurship 	Online Consumer Spending Habits Identifying Business Goals <ul style="list-style-type: none"> • Understanding consumer purchasing behavior online / • Factors influencing online buying decisions • Setting SMART business goals • Aligning digital strategies with business objectives
10.30AM	Morning Tea Break	
10.45AM	Introduction To The Internet <ul style="list-style-type: none"> • History and evolution of the internet • Internet infrastructure and connectivity • Role of the internet in modern business • Internet penetration and global usage statistics • Internet safety and ethical considerations 	Business Strategy Development <ul style="list-style-type: none"> • Elements of a digital business strategy • Market segmentation and targeting • Value proposition and competitive advantage • Strategic planning tools and frameworks External Information Searches <ul style="list-style-type: none"> • Importance of market research in digital business • Tools for online data collection • Analyzing competitor websites and social media
1.00PM	Lunch	
2.00PM	Internet Marketing Environment <ul style="list-style-type: none"> • Components of the digital marketing ecosystem • Online consumer behavior and expectations • Competitive analysis in the digital space • Legal and regulatory aspects of internet marketing • Emerging technologies in digital marketing 	Types of E-Shoppers <ul style="list-style-type: none"> • Classification of online shoppers (e.g., impulse, comparison, loyal) • Demographic and psychographic profiles • Shopping behavior across different platforms • Mobile vs desktop shopping trends • Personalization and customer segmentation
3.30PM	Evening Tea Break	
3.45PM	Social Media Marketing <ul style="list-style-type: none"> • Overview of major social media platforms • Creating engaging content for social media • Building and managing online communities • Social media advertising strategies • Measuring social media performance (KPIs & analytics) 	Virtual main behavior patterns <ul style="list-style-type: none"> • User navigation and interaction patterns • Heatmaps and clickstream analysis • Behavioral targeting and retargeting • UX/UI design principles for better engagement • Conversion rate optimization techniques
5.00PM	End of Programme	



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TRAINER PROFILE

IR. DR. SARAVANAN NATHAN LURUDUSAMY

Ir. Dr. Saravanan, is a HRDF certified trainer under the Ministry of Human Resources. He is also an active member of the Institute of Engineers Malaysia (IEM) and the Board of Engineers Malaysia (BEM) and has been awarded Professional Engineer status since 2009 under the Electronics division. He has been delivering technical training and academic courses for various institutions such as private companies, colleges and universities, targeted for adult learners. He has also written numerous papers for publication in journals and has attended conferences at both local and international levels.

He has completed his Ph.D. in the field of Technology Management in Universiti Sains Malaysia (USM), Penang, Malaysia and his research area is on information science and technology adoption. He has also involved in a research grant awarded by Malaysian Communications and Multimedia Commission (MCMC) to study the impact of Smart Community initiatives under the patronage of MCMC at various locations in Malaysia. He has also a degree in law (Bachelors of Jurisprudence) from Universiti Malaya which adds credentials and rigor in his training delivery.



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REGISTRATION FORM

FMM Institute

FMM Institute Officer

Email : fmmkedahperlis@fmm.org.my

Tel: 04-440 3628

Dear Sir/Madam,

Please register the following participant (s) for the above programme:

(To be completed in BLOCK LETTERS)

1. Name _____ Designation _____ Email _____

Nationality _____ NRIC _____ Mobile No. _____

2. Name _____ Designation _____ Email _____

Nationality _____ NRIC _____ Mobile No. _____

3. Name _____ Designation _____ Email _____

Nationality _____ NRIC _____ Mobile No. _____

(If space is insufficient please a separate list)

Submitted by:

Name _____ Designation _____ Email _____

Tel _____ Fax _____ Mobile No. _____

Company _____ Date _____

Address _____

GS1 Membership No. _____

FREE FOR GS1 members

**As per terms and conditions*