

REGISTRATION FORM

Business Growth And Innovation

Monday - Tuesday * December 8 - 9, 2025 * FMM Institute Malacca

FMM Institute Malacca (475427-W)
D3-4, Plaza Jayamuda,
Jalan Pelanduk Putih, 75300 Melaka
(Fax: 06-283 8090)

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

1 Name _____ Designation _____

Nationality _____ IC No. _____

2 Name _____ Designation _____

Nationality _____ IC No. _____

(If space is insufficient please attach separate list)

Please Tick (✓) if your company

☐ will be claiming under SBL-Khas Scheme

☐ will not be claiming under SBL-Khas Scheme

Enclosed cheque/bank draft No _____ for RM _____

being payment for _____ participant(s) made in favour of the

“FMM Institute”

Submitted by

Name _____

Designation _____

Company _____

Address _____

FMM Membership No. _____ PSMB MyCodeID No. _____

Telephone _____ Fax _____ Date _____

E-mail Address _____



Business Growth And Innovation

December 8 - 9, 2025

SBL-KHAS SCHEME



FMM Institute Malacca Branch

Centre for Professional Development

In today's competitive business landscape, the ability to develop

and implement effective growth strategies is crucial for sustained success. This program is designed to empower participants with the knowledge, skills, and tools needed to identify opportunities, overcome challenges, and drive sustainable growth for their businesses. You will also learn the success stories of great companies and replicate the same strategies to build a powerful brand and scale your product and/or business either from ground zero or with minimal investment!

CONTENTS

Module 1 : Heart Of Business

- Fundamental of business
- Understand critical business elements

Module 2 : Develop Competitive Advantage

- Define unique value proposition
- Learn differentiation strategies

Module 3 : Ground Zero Brand Strategies

- Overview of brand strategies
- Develop an implementable business strategy

Module 4 : Incorporate Growth Marketing Strategies

- Growth marketing
- Implement K.I.S.S scale-up strategies

Module 5 : Sales Channels And Partners

- Market analysis
- Channels and partners management

Module 6 : M & A Strategies

- M & A process
- Impact post-merger and challenges

Module 7 : Digital Transformation For Growth

- Embrace digital technologies for business growth
- Develop a digital transformation strategy

Module 8 : Create A Growth And Success Plan

- Chunking techniques
- Success framework

Objectives

Upon completion of the course, participants will be able to:-

- Understand concepts and strategies
- Replicate success stories
- Develop actionable plans

Trainer

Mr Gerald Lee Chih Ping is an Author, an engaging International Speaker and a Certified Master Coach and Trainer who specialises in creating long-lasting Positive Impact in people's lives. In his role as a Certified Mentor at FutureLab Malaysia and Mentor Guru at PushFar UK, he has mentored students and jobseekers on career matters, as well as independent business owners and entrepreneurs on how to build their brands and scaling their businesses. He was featured on The Mindset Mentoring podcast with PushFar and was recently recognized as a Top 30 Mentor of 2022 in Southeast Asia by FutureLab.

Gerald is also an award-winning Sales Leader who has previously held senior leadership positions in reputable organizations such as Unilever Malaysia, Celcom Axiata, Ferrero Asia Limited, Munchy's, Etika Group, Red Bull and JobStreet.com, as well as pioneering an FMCG start-up. His expertise includes NLP Coaching, Leadership, Team Management, Sales & Business Development, Branding & Business Growth Strategies; Go-to-Market, Channel & Distribution Strategies and Traditional & Key Account Management. He holds a Business Degree from Universiti Putra Malaysia, NLP Master Coach and Trainer certifications from the American Board of NLP, therapist certifications from the American Board of Hypnotherapy and Time Line Therapy Association; and Accredited Trainer certification from HRD Corp Malaysia.

Who Should Attend

Senior Leaders / C-Suites, Business Owners, Entrepreneurs / Corporate Professionals

Administrative Details

Date : December 8 – 9, 2025 (Mon-Tues)

Time : 9.00am - 5.00pm

Venue : **FMM Institute Malacca Branch**
D3-4 Plaza Jayamuda
Jalan Pelanduk Putih
75300 Melaka

Fees (Inclusive of 8% SST) :

FMM Members **RM864** per participant

Others **RM972** per participant
(Fees include course materials, lunch and refreshments)

Registration forms must be completed and returned to FMM Institute Malacca Branch by **December 1, 2025**. No refund for cancellation within 2 working days, 50% refund for cancellation between 3 - 6 working days and full refund for cancellation 7 working days prior to the programme. **CANCELLATION MUST BE IN WRITING TO FMM INSTITUTE MALACCA BRANCH**. Replacements will be accepted at no additional cost. FMM Institute Malacca Branch reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. **However, if the company failed to obtain grant approval or in the event there is no disbursement from HRDCORP under any circumstances to us, then the company will have to make full payment to FMM Institute Malacca Branch.**

For further enquiries, please contact:

Ms Chloe Leong / Ms Yvonne Gan

FMM Institute Malacca Branch

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siew_kim@fmm.org.my

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