

COURSE SYNOPSIS

GOOD BUSINESS MODEL remains essential to every successful business, whether it's for a new venture or an established company. However, very few companies truly understand what constitute a good business model - "who is their "real" customer, what does the customer value, how to make money for their businesses and how they can deliver value to their customers at the right cost.

Many businesses are now faced with the harsh reality that their business model is no longer serving their businesses and they need to design new business model and strategies to compete more successfully.

The course provides participants with a true and tested methodology - The Alexander Osterwalder Business Model Canvass to educate the participants who are interested in developing, testing and validating business models and value proposition to start new businesses or increase innovation in an existing business.

LEARNING OUTCOMES

- Understanding the critical success factors of a business
- Understanding the different types of business models in the market such as Unbundled Business Model; The Long Tail; Multi Sided Platform; Free Business Model and Open Business Model
- Learn how to systematically map each of the 9 elements required of the Business Model Canvas to real business components.
- Able to substantially describe, evaluate and discuss their company business model using the Business Model Canvass and construct new or improved business model and plan for their companies.
- Able to identify business strategies to implement their business model

FACILITATOR PROFILE



Tung Siak Leng is a Chartered Life Underwriter, Chartered Financial Consultant and Chartered Financial Practitioner. He is a graduate from the National University of Singapore.

Mr Tung has trained and consulted for large businesses such as banks, securities houses, unit trust and insurance companies in Singapore, Malaysia, Indonesia and Philippines. He also provides financial education to SMEs to help support their growth. In addition, he is also the acting consultant on The Development of Agriculture Insurance for the Malaysian government.

Mr Tung's other areas of consultancy include marketing and branding, business and financial modelling, financial planning training, front line sales training, sales management training, product development, business development, database marketing, and front line software development.