

FREE 3 HOURS REAL TRAINING COURSE

ONLY IN RAMADHAN 1435H

7 JULY – 23 JULY 2014



HRDF NO. 5120

ULTRA MIND
RESOURCES

www.SK.my

SELECTED COURSE TITLE

1. 4C MARKETING STRATEGY

- CEO & marketing Department

2. MY BRAND MY MONEY

- Supervisor & Executives

3. ZERO MINDSET DEFECT

- For all staffs

4. CREATIVE BEGINS WITH ME

- Senior Executives & Managers

"Our training programs is consistently been rated very high, by our client who keep coming back for more."

4C Marketing Strategy

- 80% of new products fail each year.
- Shift from the traditional product to a consumer oriented approach.
- 4C : The consumer oriented model that fits better from mass marketing to the niche marketing.
- Shifting to focus more on consumer rather than the product.

My Brand My Money

- How branded are you?
- How expensive of your brand is depending on how quality of your performance.
- Build inner motivation in creating desire to earn more money by enhancing high individual corporate values.

Zero Defects Mindset

- Building the airline mindset.
- Preventing 99.99% defects with 'Do it right the first time' reducing risk of errors causing losses to the company.
- Strengthen the skills of doing high quality work to boost productivity in organization.
- Zero defects is a skill of preventing problems from occur hence initiate the existence of high quality work.

Creative Begins With Me

- Am I creative?
- Which box that you are in now?
- How to benefits from blue and green ocean strategy?
- Creative save cost!
- Creative eliminate bored in work.

List of some of our clients



FOR BOOKING OR ANY INQUIRIES :



03 4142 5300

03 4141 6300



Hotline

019 303 1 300

Suhana / Salmee / Kamarul / Fatimah

suhana@sk.my / salmee@sk.my / kamarul@sk.my / fatimah@sk.my

**“Anyone can be an *OUTSTANDING & FANTASTIC* employee
with this course recommended.”**

Tuan Zailani Zuhri Mohd Nur, Takaful Ikhlas Sdn Bhd

TERMS & CONDITIONS

- Exclusive for a maximum 25 participants.
- Open for any one (1) selected course title for each company.
- Training date and time is open for suggestion by the company.
- Training venue is provided and prepared by the company.
- Booking is according to the first come first serve basis.

TRAINER'S PROFILE : SHAMSUDDIN KADIR



- Qualified HRDF trainer (No.1533)
- Experienced in training over 50 organizations throughout Malaysia.
- Regularly invited as a panel of media and guests on Radio & TV programmes.
- Well experiences in many industries such as airlines, radar surveillances, logistic, human resources and marketing.
- Author over 10 book in Malaysia, whereby 3 books has been translated and published in Indonesia since 2007.

