



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

3 April 2017

1. **Project Code** 16-IN-06-GE-TRC-A-6
2. **Title** Self-learning e-Course on Marketing Strategy and Product Branding for SMEs
3. **Reference** Project Notification 16-IN-06-GE-TRC-A dated 5 February 2016
4. **Timing and Duration** 1 May–30 October 2017
5. **Implementing Organizations** APO Secretariat and National Productivity Organizations (NPOs)
6. **Number of Participants** Minimum 20 from each participating country (minimum 400 participants per course)
7. **Self-registration** Self-registration opens from 10:00 Japan Standard Time on 1 May 2017 on eAPO web portal: <http://eAPO-tokyo.org>

Note: Participants can register directly from this portal on the APO website. Those who are already registered can access the course by using the assigned username and password. If you have forgotten your username and password, please refer to the help page on the home page of the portal.

8. Objectives

This module aims to help SMEs in developing their marketing strategies and product branding strategies. The self-learning e-course modules are designed to enable participants to:

- a. Gain perspective on developing new products and services;
- b. Describe and explain product development strategies and the stages of product development and product lifecycles;
- c. Identify the factors affecting pricing and determine relevant pricing structures for products and services;
- d. Develop promotional strategies and analyse the process of bundling and packaging products and services;
- e. Develop competitive distribution channels;
- f. Design relevant branding strategies;
- g. Create appropriate loyalty programs to grow customer bases; and
- h. Gain insights on the linkages between branding and intellectual property.

9. Background

The crux of business success lies in marketing. Marketing helps create awareness in the eyes of the public about a company's products/services, increase sales, build brand reputation, and foster an environment in the market for healthy competition.

A marketing strategy takes a comprehensive view of all activities related to selling a product or service and helps ensure that these activities support each other. It helps to determine the right price for a company's products/services, establishes effective distributive channels, and assists in effective communication to the outside world, in addition to creating an organizational environment in which the various units or departments work together to achieve common goals.

Branding is especially important for SMEs as it influences people's perceptions of the company's quality of customer service, image, advertising, and logo. When these parts of the business are working well, the overall brand tends to be healthy. A good brand helps improve recognition, creates trust, reinforces advertisements, builds value, generates new customers, and, last but not least, inspires employees.

Today, many SMEs have great products and provide excellent customer service, although most do not know how to develop appropriate marketing and branding strategies to keep the business afloat. This self-e-learning course was developed by the APO with the sole aim of helping small businesses develop the ability to market their products and services effectively.

10. Scope and Methodology

Scope

The course will focus on an overall understanding of marketing and product branding strategies. It will cover the following modules:

- Module 1: Designing new products
- Module 2: Determining pricing structures
- Module 3: Developing promotional strategies
- Module 4: Competitive distribution channels
- Module 5: Branding strategies
- Module 6: Brand loyalty
- Module 7: Branding and intellectual property

Methodology

Self-learning e-modules, additional study materials for participants, intermittent quizzes for self-assessment, and a final examination to qualify for the APO e-certificate.

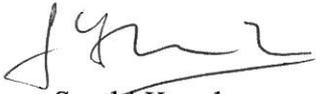
11. Qualifications of Candidates

The target audiences for this self-learning e-course are business owners, managers, and employees working in SMEs involved in marketing and branding strategies and officials in the government and NGO sector responsible for assisting SME development and promotion. They may be individuals from manufacturing industries, the service sector, business sector, NPOs, or government organizations/departments who wish to acquire a working knowledge of marketing and product branding strategies.

12. Eligibility for e-Certificate

A minimum score of 70% on the final examination is required to qualify for the APO e-certificate.

Note: Participants from nonmember countries are welcome to take the course for self-development, although APO e-certificates will not be provided.



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