



# Business Innovation for Start-Up

ခေတ်နှင့်အညီ ဖွံ့ဖြိုးတိုးတက်နေသော စီးပွားရေးဆိုင်ရာ အတွေးအခေါ်၊ အကြံဉာဏ်အသစ်များ ဖန်တီးခြင်းနှင့် ဈေးကွက်ရှာဖွေရာတွင် ပြောင်းလဲလာသောဈေးကွက်အပေါ် ခွဲခြားသိမြင်မှု အမြင်အသစ်များ၊ ထိရောက်သော စိတ်ကူးစိတ်သန်းများဖြင့် စီးပွားရေးလုပ်ငန်းအသစ်တစ်ခုစတင်နိုင်စေရန် အောင်မြင်နေသောဂျပန်စီးပွားရေးလုပ်ငန်းရှင်များကို သင်တန်းပို့ချပေးနေသည့် တိုကျိုနည်းပညာတက္ကသိုလ်မှ ပါမောက္ခ ဆရာ Mr. Ramon MEGURO ကိုယ်တိုင်လာရောက်၍ စာတွေ့ သာမက group discussion/workshop များဖြင့် ပို့ချ ဆွေးနွေးပေးမည့် သင်တန်းဖြစ်ပါသည်။

နေ့စွဲ	:	ဒီဇင်ဘာလ ၃~၅, ၂၀၁၈
အချိန်	:	မနက် ၉နာရီမှ ညနေ၅နာရီ
နေရာ	:	Park Royal Hotel, Yangon
သင်တန်းကြေး	:	၉၀,၀၀၀ ကျပ် (နေ့လည်စာ ၂ရက်စာနှင့် textbook ပါပြီး)
သင်တန်းသားဦးရေ	:	၄၀ဦး (သင်တန်းသားဦးရေကန့်သတ်ထားပါသဖြင့်ဦးရာလူစနစ်ဖြင့်လက်ခံသွားမည်) (Corporate manager, manager, director (25 to 60 years old))
လျှောက်လွှာနောက်ဆုံး တင်သွင်းရမည့်ရက်	:	နိုဝင်ဘာလ ၂၀ရက်၊ ၂၀၁၈ (အင်္ဂါနေ့)

### လျှောက်လွှာတင်သွင်းရန်

- ဖုန်းနံပါတ်/ viber : 09 444 789 087 (မခင်ရတနာထွန်း)၊ 09 444 789 086 (မဆုရည်ဝင်း)
- အီးမေးလ် : [hidamyanmar@gmail.com](mailto:hidamyanmar@gmail.com)
- Facebook : Myanmar HIDA Alumni Association



# Business Innovation for Start-Up

Organized by The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS) in cooperation with Myanmar HIDA (AOTS) alumni Association (MHAA) and Central Department of Small and Medium Enterprises Development, Ministry of Industry

The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS) is an organization for human resources development mainly in overseas countries to promote technical cooperation through training, experts dispatch and other programs. This training program, subsidized by Japanese government in FY2018, is implemented for those who would like to start up in Myanmar.

## Outline

1. Review the company's products / services from the overall management and traditional marketing perspectives and learn standard ways to gain new differentiation in changing markets.
2. According to the latest product / service innovation thinking, learn how to create new ideas and start new business.
3. After learning these theories, do a practical workshop on competitive environment analysis / innovation / startup.

## Venue, Date and Time

Venue: PARK ROYAL HOTEL, YANGON  
 Address: 33 Alan Pya Phaya Road, Dagon Township, Yangon  
 Tel: +95 1 250 388  
 Date: **3-5 December 2018** (Two and half days)  
 Time: **8:30-17:00** (3<sup>rd</sup> December)  
**9:00-17:00** (4<sup>th</sup> December)  
**9:00-13:30** (5<sup>th</sup> December)  
 Seminar registration will start at 8:00 am on first day,  
 8:30 am on second day and third day.

## Language

Lectures: Japanese to Burmese  
 Handouts: English

## Participants Requirements

**Corporate manager, manager, director**  
 \*Expected number of participants: **40 participants**  
 \*Age limit: 25 to 60 years old  
 \*Participants should have enough language ability so as to be able to understand the program contents.

## Lecturer

Mr. Ramon MEGURO  
**Professor, Graduate school of Business, Tokyo University of Technology.**

Mr. Meguro is a professor in the field of specialization in entrepreneurs. He conducted lectures of marketing innovation and startup several times in Myanmar. In those lectures, there was a experience of implementing seminar organized by UMFCFI. This time, he will give lectures for entrepreneurs, including the contents of the seminar carried out at UMFCFI plus a practical workshop and so on.

## Application

Please email the attached application form to:  
**Myanmar HIDA (AOTS) alumni Association (MHAA)**  
 E mail : [hidamyanmar@gmail.com](mailto:hidamyanmar@gmail.com)  
 Facebook : Myanmar HIDA Alumni Association  
 Phone : 09 444 789 087, 09 444 789 086

## Fee

**90,000kyat : covers lunch for two days and textbook in English.**

## AM(9:00-13:00)

## PM(14:00-17:00)

12/3(Mon.) Day1	1. Foundation of strategy for Start-up 1-1. Market adaption 1-2. Strategy for Market Adaption 2. Positioning for Start up 2-1. Competition Analysis 2-2. Product Life Cycle 2-3. Growth-Market Matrix	3. Differentiation of ready-made products/services 3-1. Market segmentation and Targeting 3-2. Positioning of Products/services 3-3. Products/Services Concept 3-4. Strategy of Branding 3-5. Pricing Method
12/4(Tue.) Day2	4. Value Innovation for Start-Up 4-1. Benefit analysis of existing products/services 4-2. Start-Up by value innovation 4-3. Concept of new products/new services 5. Worksheet exercises(Individual) 5-1. differentiation of ready-made products/services 5-2. value creation and startup through innovation	6. Worksheet exercises(Group) 6-1. differentiation of ready-made products/services 6-2. value creation and startup through innovation
12/5(Wed.) day3	7. Presentation	

**Application Deadline : Tuesday, 20 November 2018**

As only a limited number of participants can be admitted, early application is highly recommended. We may limit the number of participants from the same company if we receive more applications than the maximum number of participants. We will inform you if your application has been accepted or not by **Tuesday, 20 November 2018**. **Result date : Monday, 26 November 2018**