

7- day International Workshop on **New Business Planning & Managing**

11-17 Aug 2014 | Kochi, Kerala
Venue: Riviera Suites | Thevara Waterfront



Alumni Society of AOTS Kerala or ASA Kerala, is part of a worldwide network of voluntary service organizations whose members are professionals with specialized knowledge and skills in various technical and management fields which have been acquired by means of specialized training in Japan through AOTS or the Association* for Overseas Technical Scholarship, Tokyo.

AOTS is a non-profit organization supported by the Ministry of Economy, Trade and Industry (METI) of the Government of Japan for development of human resources of developing countries through friendly cooperation. All those who undergo training through AOTS become the alumni of AOTS. The alumni of AOTS have formed AOTS alumni societies with the objective of assisting in the development of the human and material resources of their respective countries or regions by means of voluntary services.



Petrolearn is an organization, based at Kochi, Kerala, specialising in Learning & Development and consultancy. It organizes training events in Kerala and outside using highly learner-centered methods in a life-nurturing learning environment.

PetroLearn's aim is to help individuals and organizations grow using a systematic approach to training and human capacity building activities. It has tied-up with a host of regional, national and international trainers and facilitators who are coming to Kerala and leading workshops on various themes related to management and leadership. In most of these programs a few seats are offered to deserving people based on a gift economy system.

Address for correspondence:

Nippon Kerala Centre
(A unit of ASA Kerala)
Kinfra Hi-Tech Park
HMT Colony PO
Kalamasserry, Kochi
Kerala-682 503

Petrolearn Consulting
MRA 250, Mavelipuram Colony
Kakanad, Kochi-682030, Kerala
Tel: +91-484-2428666

**Now reorganized as HIDA or Overseas Human Resource and Industry Development Association*

Resource Persons

Mr. Jun Suzuki (Japan)
Mr. Hiroshi Hosoya (Japan)

Organised by



7- day International Workshop on New Business Planning & Managing

11-17 Aug 2014

Duration: 7 days | Timing: 9 am-5 pm | Total seats: 25 nos

Introduction

When we venture into a new business there is a clear need to make apt learning, appropriate analysis, and clear action plans. If not there is every risk of losing resources like time, money and effort. Hence it is important to develop competency in planning the new business scientifically. This workshop is intended to provide each participant adequate opportunities to help her/him to systematically approach the business planning and managing the business, be it micro, small, medium or large.

Objectives

At the end of this workshop each participant will be able to:

- prepare a business plan for her/his new business
- conduct new business evaluation in a scientific manner
- do "opportunity analysis" for new business
- conduct "feasibility analysis"
- conduct "profit analysis"

Course contents

- Corporate management and new business development
- Product and service differentiation
- New Business evaluation using "opportunity analysis"
- New Business evaluation using "feasibility analysis"
- New Business evaluation using "profit analysis"
- Innovation-based New Business development
- New Business development & Feasibility analysis
- Analysis of "Attractiveness and Appropriateness"
- Preparation and presentation of business plans by participants

For whom

Managers, entrepreneurs, business leaders engaged or interested, in initiating a new business or diversification into new business. This would be of great value to budding entrepreneurs, consultants and management trainers.

Methodology

This workshop is designed as a learner-centered one which involves active involvement of each participant. Apart from presentations of insights and sharing of experiences by Japanese experts there will be individual and group tasks. Case studies, hands-on analysis also form part of the learning methods. There will also be study visits to successful organizations. Interactions with successful entrepreneurs and business leaders are included.

Certificate presentation

Participants will be presented with Certificate of Participation at a solemn ceremony on the closing day of the workshop.

Registration

Those interested in participating may send the completed nomination form to the address give below, at the earliest along with the details of fee remitted.

Fee

Rs 35,000/- plus service tax applicable (12.36 %) This includes tuition fee, delegates's kit, lunch, refreshments, field visits (local), study tour (out-station). On-campus accommodation is also available at a discounted rate for out-station participants, Details can be had from our office.

Participants with confirmed registration who are unable to attend the programme will not be entitled to any refund of fees. However, replacement of delegates will be accepted till 15 July.

Remittance details

Name : Alumni Society of AOTS Kerala (ASA Kerala)

Name of the Bank : State Bank of Travancore.

Branch Address : Kalamassery Main Branch - 70145, Municipal Complex, Kalamassery P.O., Ernakulam - 683104, Kerala, India

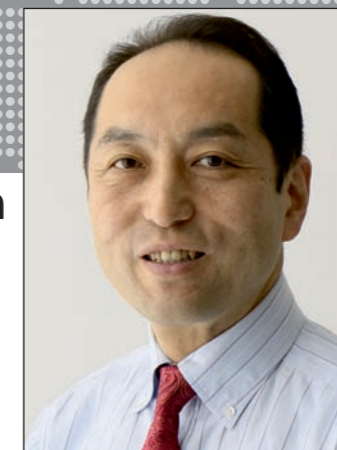
IFS Code : SBTR0000145

A/c no: 67102142159

Completed nominations may be sent to:

Workshop Coordinator
Nippon Kerala Centre
(A unit of ASA Kerala)
Kinfra-Hi-Tech Park
HMT Colony PO, Kalamassery,
Kochi, Kerala - 683 503, India

International Experts from Japan



Mr. Jun Suzuki (Japan)



Mr. Hiroshi Hosoya (Japan)

Jun Suzuki

Management consultant from Japan. Born in Osaka Mr Suzuki was educated at Meiji University. He is business consultant with special interest in management of small, medium and also new business ventures of any magnitude.

Mr Suzuki regularly provides management guidance at individual levels as well as at group levels in public sector and private enterprises.

He has been an Expert and Business Innovation Advisor at Nagoya Chamber of Commerce and Industry, Human Resources Development Support Advisor at SME University of SME Support, Japan His client list includes: Chubu International Airport, Japan Railways, Electricity Company, Mitsubishi, Toshiba, Konika, Minolta, Aichi Stel, Hitachi, Bank of Nagoya, Nippon Life Insurance.

Hiroshi Hosoya

Management consultant from Japan. Born in Gunma, graduated in engineering from Shizuoka University. Mr Hosoya has rich experience in working with engineering corporation engaged in development of nuclear power plant, semiconductor production line and Toyota procurement system.

Mr Hosoya has also worked as New Business Incubation Manager, mainly in IT solutions. He has wide experience as Incubation Manger and Venture Capital Manager, In addition to his consulting business he is concurrently working as Incubation Manager, faculty at Shiga University University and Management Support Advisor at SME Support Japan. New Business Development is an area of his current interest.



Total number of seats only 25.
Selection on first-come-first-serve basis.

Contact: Mr Hudson Peter, Director, Nippon Kerala Centre
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or Dr KK Jayan, PetroLearn Consulting (+91-94950 01016)