

培训游学团 Training | Study Tour

Our Business Training Programmes in collaboration with associated partners (IMTC) 我们与合作伙伴(IMTC)联办的商务培训课程

Business English [Elementary/ Intermediate/ Higher]

Business Administration Short Course

商业英语 [初级/ 中级/ 高级]

商业管理短期课程

A project managed by us [Education Industry]



^{管理项目之一} [教育]



WHO 🛛 公司

WHAT

Our client who is also our associated partner, is a training provider that established in Malaysia couple years ago. The core business activities is to offer Business Management and Motivational Courses to individual or corporate. As a registered training centre under PSMB, however, yearly performance has yet come to a satisfactory level. Thus, we are engaged to propose a better branding and revitalizing business plan.

我们的客户,也是我们的相关合作 伙伴,几年前成立于马来西亚的一 个培训中心。该中心的核心业务 动即是提供有关于商务、行政管理 的激励课程的培训班给予个人或管理 业公司团体。虽然该中心已经成为 PSMB政府部门注册合格培训中心, 然而,每年的公司盈利表现还未能 达到满意的水平。因此,我们被委 托负责这次的复兴任务,以建议一 个更好的品牌重塑与复苏促销计划 给予他们的培训中心。 T R 需求

With the survey of management training programmes prevalent in town, we noticed some practical programmes and also the networking media of our clients were missing. Our team and our associated partner therefore working together not only to restructure the corporate image but also to build new programmes in order to fill the shortages. Our team assisted our client to refresh the corporate logo through the media networking, for instance the Logo Contest through Facebook, rebuilding the company website, stationeries with the new trade dress and etc. We suggested to design the courses with the added value of study-touring nature, furthermore it is open for not only local but also open for overseas in aligning with Visit Malaysia Year 2014. The targeted participants for the said courses are businessman, working adults and etc.

根据我们在本地培训市场所有普遍管理 课程的调查中,我们注意到客户公司忽 略了一些实际的课程项目,还有网络媒 体的有效应用。因此我们的团队和我们 相关的合作伙伴即也是客户公司一起讨 论并决定重组企业形象,而且还决定设 计一些创新的课程项目以弥补短缺。我 们的团队协助了客户公司通过媒体网络 - 面子书办了商标比赛,刷新培训中心 的形象重建了公司网站与印品等。我们 建议客户公司设计附加值的游学式的短 期课程,它不仅只是开放予当地学者还 开放予海外人士,配合访马2014年。课 程参与对象是商人与成年上班族等。



We assisted our clients to design programmes which are customized to focus the specific practical needs. In the hands-on Business English programme, it covers writing, speaking, business sharing and reading as to develop participant's presentation skill based on the audience's needs and their cultural norms. In writing component, it covers the essentials of Business English and technical writing for emails, memos and meeting minutes. Besides, a study tour is offered for participants with different package option where they can enjoy both study and travel tour at the same time in any place in Malaysia. As a result thus responses are overwhelming by the increasing participants in such Study Tour Short Course, especially from overseas countries.

我们协助客户公司规划与定制了实际 性培训课程。实际商务英语课程是其 中之一,它涵盖了写、说、分享和阅 读来让学者们修练自己根据自身文化 规范里的需变所应该展示的技巧。 书识,电子面,它涵盖了商务英语的基 的写作技巧。此外,还为参与者是供 了不同的游学选项,不仅让参与者者在 可。这项游学式短期课程取得了压倒 性的的反应,客户公司的学生人数极 力增加,尤其是来自海外国家为多。 WHERE 联系

Create your SUCCESS story with us 让我们创造属于 **恣的成功**故事



PRINCIPAL OFFICE

3rd Floor, No. 163 Bormill Estates, Lorong Tun Ahmad Zaidi Adruce 8 93150 Kuching, Sarawak Malaysia

> 新英菲商业管理顾问公司 163号, 婆美区 款阿玛再迪第八巷 邮编:93150, 古晋 砂劳越, 马来西亚

INTERNATIONAL OFFICE

38-2, Jalan 10/116B Kuchai Entrepreneurs' Park Off Jalan Kuchai Lama 58200 Kuala Lumpur Malaysia

> <u>吉隆坡办公室</u> 38-2, 10/116B路 古彩拉玛商业园区 邮编:58200, 吉隆玻 马来西亚

T (公司电话):+(6)082-428188 F (传真):+(6)082-411258 E (电邮):info@imconsultants.com.my W (管网):www.imconsultants.com.my