



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

商业英语

- 初级
- 中级
- 高级

Business Management Course

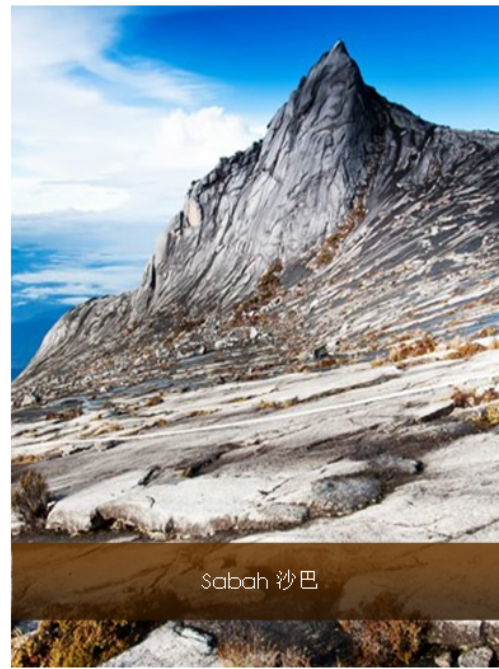
商业管理课程



Melaka 马六甲



Kuching 古晋



Sabah 沙巴

WHO 公司

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。该中心的核心业务活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企业公司团体。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。

WHAT 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一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。

HOW 策划

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磨练自己根据自身文化规范里的需要所应该展示的技巧。在书写方面，它涵盖了商务英语的基本知识，电子邮件、备忘录、会议纪录的写作技巧。此外，还为参与者提供了不同的游学选项，不仅让参与者在过程中能同时享受学习亦可在马来西亚旅游增广见闻吸取人生经验。结果，这项游学式短期课程取得了压倒性的反应，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  
您的成功故事



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