

REPORT ON EXECUTIVE ONLINE STRATEGIC SESSION (EOSS) FOR:

PRODUCTIVITY NEXUS SECTION

COMPETITIVENESS SECTION + SPPE UNIT

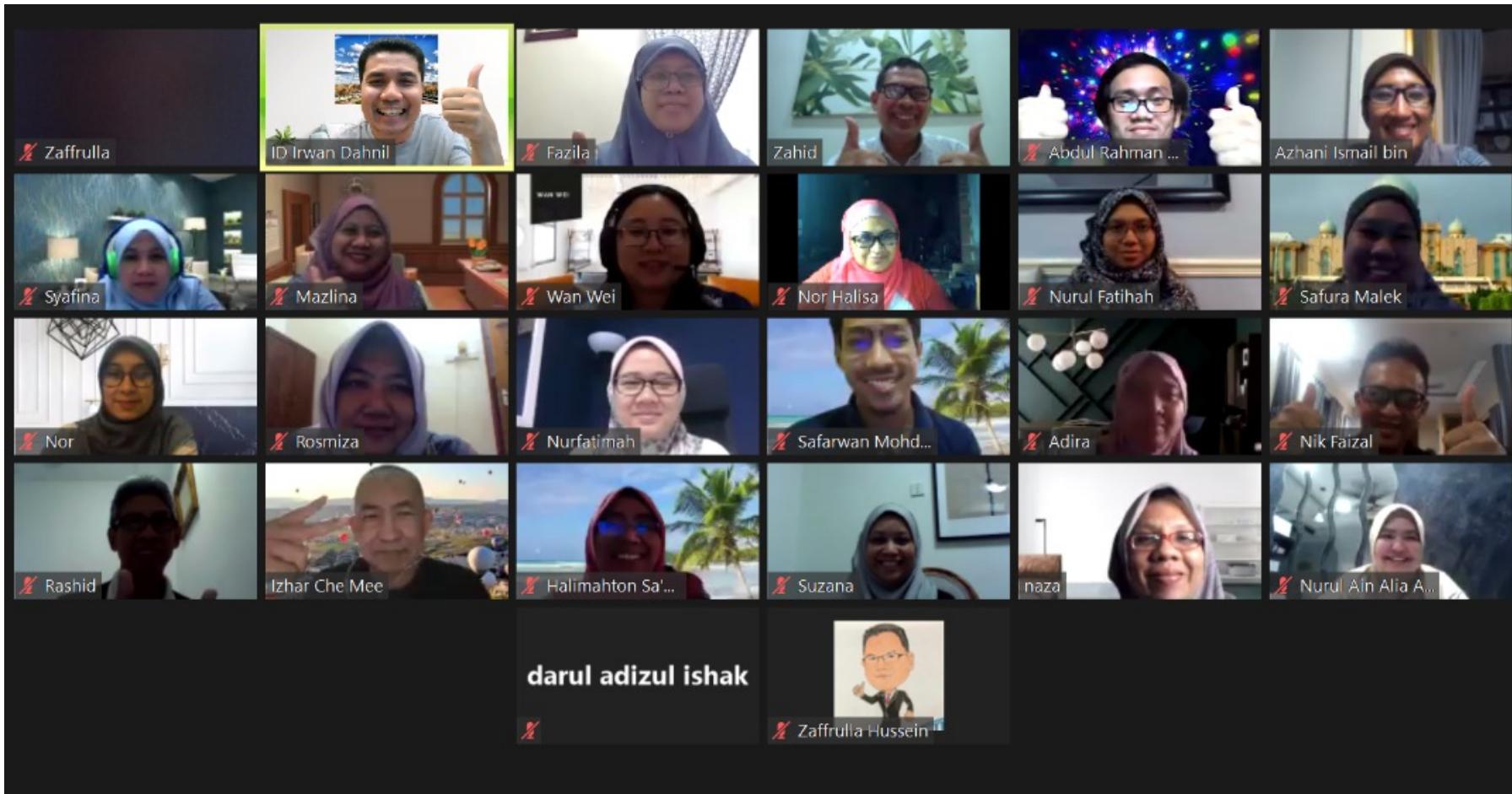
DR IZHAR CHE MEE

Laporan Disahkan Oleh:

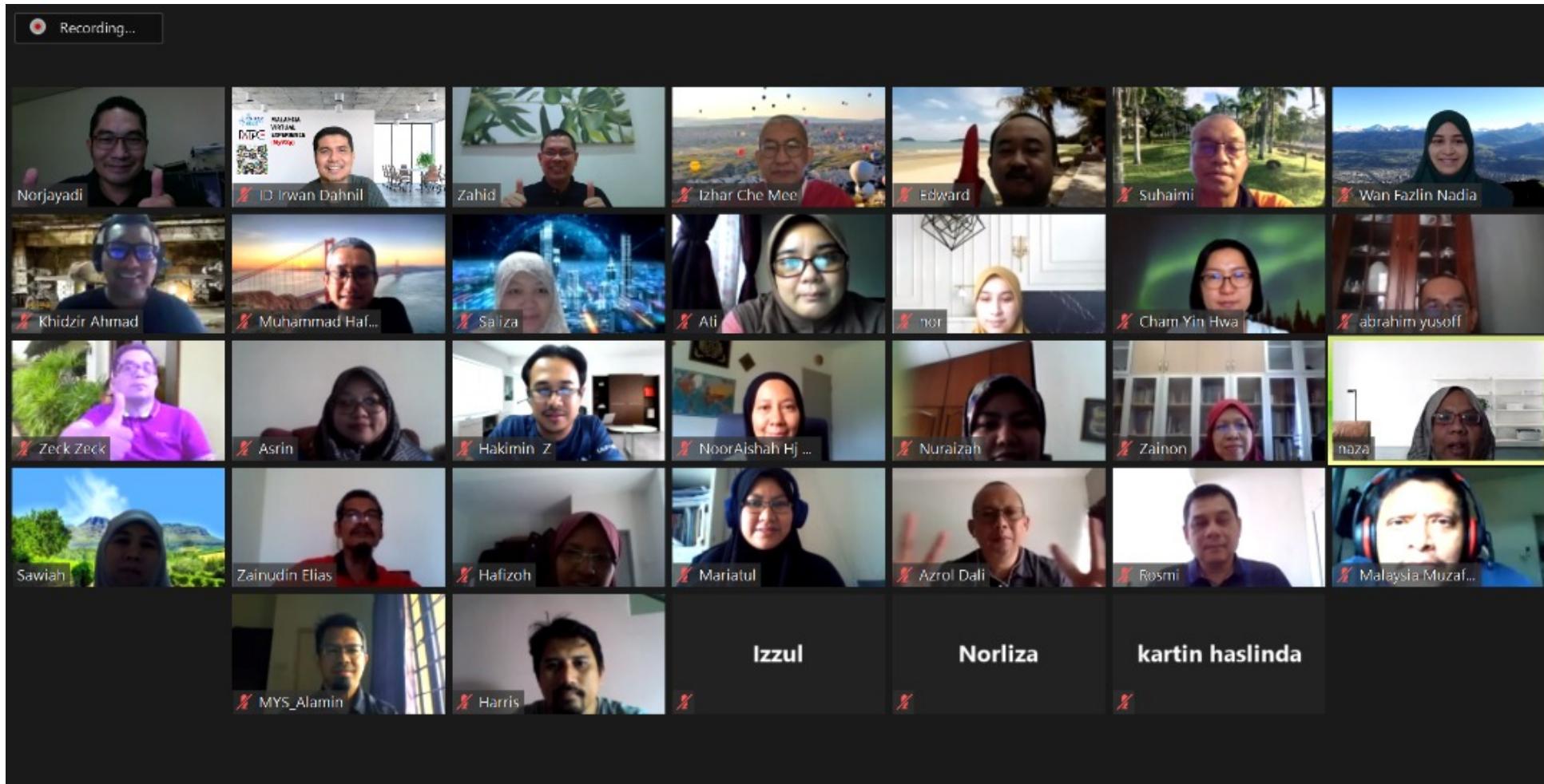


Suhaimi Hamad
Pengarah
PCD/DMO
09/12/2020

ESOS PRODUCTIVITY NEXUS TEAM



ESOS COMPETITIVENESS + SPPE UNIT

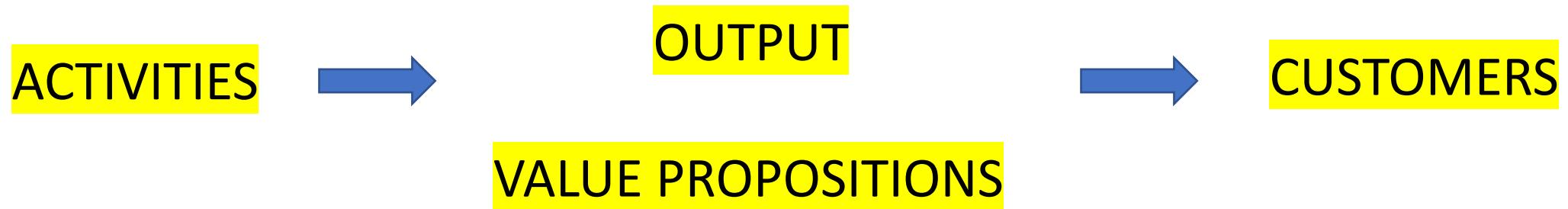


GUIDE

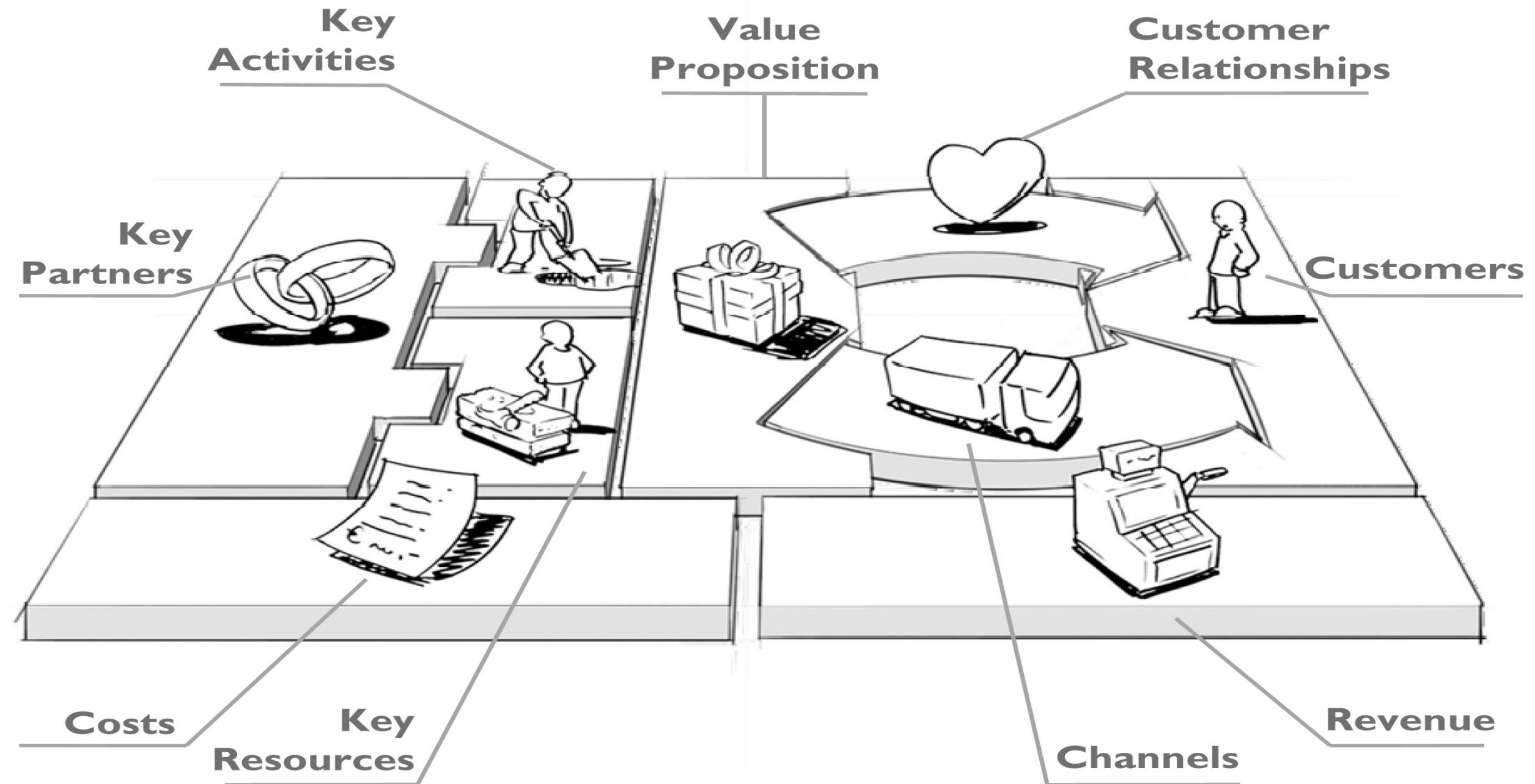
1. Budget/Initiatives 2021
2. Each initiative in one BMC
3. 12.45pm re-assemble in main room.

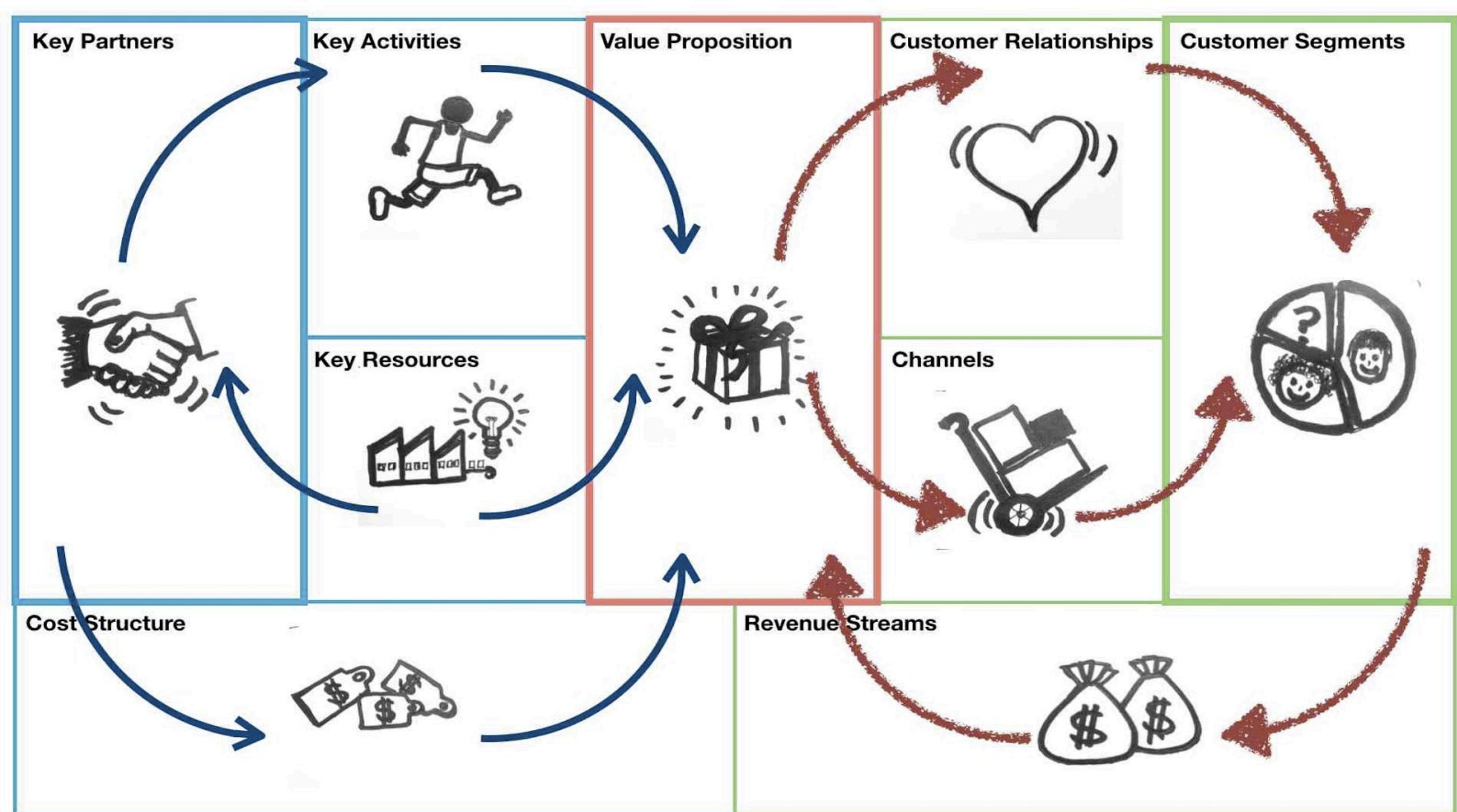
SESSION 2

BUSINESS MODELING



BUSINESS MODEL CANVAS





VALUE PROPOSITION

- Reason why customers like or buy your services/products.
- **Benefit** to customers?
- Examples:
 - Brand, Cost Reduction, Risk Reduction, Accessibility, etc.

CUSTOMERS

- **Specific customer** in 2021 for your services/products.
- Example:
 - Pengarah Bhg. Dasar MoE
 - C-level of Machinery & Equipment SMEs

CHANNEL

Channels serve several functions, including:

- *Raising awareness* among customers about a company's products and services
- *Helping customers evaluate* a company's Value Proposition
- *Allowing customers to purchase* specific products and services
- *Delivering* a Value Proposition to customers
- *Providing post-purchase customer support*

CUSTOMER RELATIONSHIP

- Customer acquisition
- Customer retention
- Boosting sales (upselling)

Examples:

- **Dedicated personal assistance, self-service, automated services, communities, co-creation**

KEY RESOURCES

- most important assets required to make a business model work

Examples:

- physical, financial, intellectual, or human.
- can be owned or leased by the company or acquired from key partners.

KEY ACTIVITIES

- the most important things a company must do to make its business model work.
- to create and offer a Value Proposition, reach markets, maintain Customer

Examples:

- Promotions, marketing, training etc

KEY PARTNERS

- the network of suppliers and partners that make the business model work

Examples:

- Consultants
- Companies ...

COST STRUCTURE

- Detail cost structure for the service

Enjoy your workshop!

SESSION 3

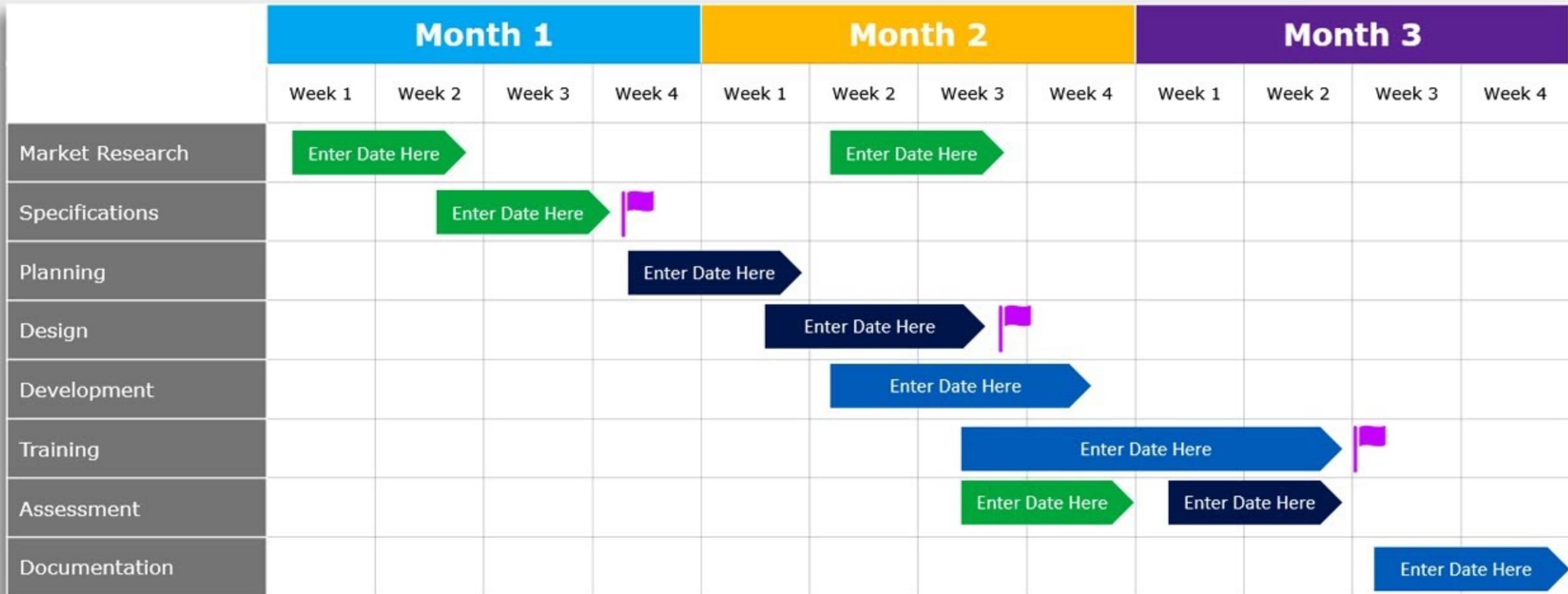
2021 IMPLEMENTATION PLAN

PROJECT SCHEDULING

PROJECT EXPENDITURE

GANNT CHART

3 Months activity



Team A

Team B

Team C

Milestones

2021 BUDGET - IMPLEMENTATION PLAN