



Understand the Latest Techniques and Developments in

Market Research for Strategic Decision Making

Led by renowned author and marketing expert
Ian Ruskin Brown, UK

7-8 April 2008, Sheraton Hotel & Towers, Karachi

Key Benefits:

- ✓ Apply major market research tools and techniques
- ✓ Effectively interpret research data, both qualitative and quantitative
- ✓ Evaluate the reliability of the data produced by market research
- ✓ Explore primary/secondary and qualitative/quantitative data
- ✓ Conduct much of your research 'in-house'
- ✓ Professionally brief an agency to conduct research on your behalf and evaluate the proposals
- ✓ Critically evaluate research conducted, from questionnaire design, to analysis of the qualitative and/or quantitative data, findings and recommendations
- ✓ Successfully make business decisions based on market research tools

Register Online www.octara.com

Tel: +92-21-4534261, +92-21-4536315, Cell: 0300-8275351, Fax: 021-4520708, 021-4546639, E-mail: register@octara.com

Your course director

Ian Ruskin Brown

MSc MIMgt, MCIM, DipM, FinstSMM, MMRS

Ian Ruskin Brown, an author, International Marketing Trainer and Consultant, Member of the Chartered Institute of Marketing, Fellow of the Institute of Sales and Marketing Management, Member of the British Institute of Management.

He is also the Principal of Ruskin Brown Associates, an independent marketing consultancy set up in 1983 in the UK. This consultancy continually brings him into contact with a wide range of marketing situations in United Kingdom, United States of America, Asia and Europe. Over the last 35 years he has excelled in marketing and in Strategic Management.

Ian's business career has a strong bias towards marketing management in the operational field and planning functions while working for companies like, Lyons & Co., Reed Paper Group, Trebor Sharpes, Esso Petroleum, Goodyear Tyre & Rubber. In 1973, his career took a start with the academics, and consultancy, working as a Senior Lecturer at the University of the South West, UK with visiting lectureships at the Universities of Bath, Bristol, Oran (Algeria) and the NIHE Limerick (Eire).

Ian has specialised in the high tech and financial services industries and has carried out a great amount of in-house work across the world, for a wide range of firms providing such products and services.

His specialised courses include, Buying, Interpreting & Actioning Marketing Research, Corporate Strategy for Strategic Planning, Marketing your Service Business and Marketing your Financial Services.

International Clients

- ✓ Barclays Bank
- ✓ Nokia
- ✓ Ericsson
- ✓ Rank Xerox
- ✓ Hitachi International
- ✓ ChevronTexaco
- ✓ Bank of Ireland
- ✓ Philips



Principal of Ruskin Brown Associates, UK

Diplomat of the Market Research Society

Member of Business Graduates Association of MBA's

Fellow of the Institute of Sales and Marketing Management

Member of the British Institute of Management

Faculty of the Chartered Institute of Marketing (CIM) and its training arm

Ian Ruskin Brown is the best selling author of

Mastering Marketing



Marketing Your Service Business



Practical Pricing for Results



Hear What Delegates Have Said About Ian:

"The Instructor has worked hard on his presentation style and maintained a good interaction with the audience throughout the session"

Haleeb Foods

"Ian is an excellent instructor - his class management skills, academic knowledge on the subject of services, and business consultancy experience, add great value to the subject..."

IBM Austin - Texas, USA

"I find it hard to believe that so much information was covered so successfully in such a small space of time. The week was very useful indeed and I am looking forward to putting some of it into practice!"

Lloyds Bank Offshore

"The knowledge on various marketing principles will help me improve end results"

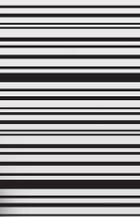
National Industrial Parks

"Overall experience with Ian Ruskin was informative and pleasant"

Tapal Tea

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COURSE OUTLINE

Day 1 - Monday 7th April 2008

Research Design

Research Design

- » Obtain the data necessary to 'feed' the analysis of:
 - ✓ The SWOT analysis (G-PLeEST, S&A + W&L)
 - ✓ Gap Analysis
 - ✓ The 'Ansoff Grid'
 - ✓ The McKinsey grid
 - ✓ Porters Five Factors

- » Strate-gramme - Levitt to Reis & Trout's strategic options
- » Market vs. Marketing Research
- » Market research vs. Market/Customer Information Systems
- » 'Experimental' vs. 'Observational'
'Longitudinal' vs. 'Cross Sectional' research approaches
- » Understanding, defining and discriminating between:
 - ✓ Types of data, secondary vs. primary - qualitative vs. quantitative and the methods used to obtain them
 - ✓ The inter-relationship matrix of these four aspects of data
 - ✓ The ideal research project sequence

Research Tools

Research Tools

- » Uncover appropriate sources of secondary data for:
 - ✓ Validity
 - ✓ Reliability
 - ✓ Impartiality
 - ✓ Currency

- » Tools for qualitative research
- » Data capturing tools for quantitative research

Questionnaire Design

Questionnaire Design

- » Understand potential bias in questionnaire design and how to ameliorate these

- » Differentiate between the basic forms of questions
- » Defining the FLUES acronym
- » Critique the designing of a simple questionnaire

Day 2 - Tuesday 8th April 2008

Sampling

Sampling

- » Forms of sampling:
 - ✓ Probability
 - ✓ Stratified probability
 - ✓ Quota
 - ✓ Judgement

- » Relationship between Target Group (TG) selection
- » Calculate the basic Standard Error of Proportion

NB: All the above learning aims and objectives are CRITICAL to your ability to evaluate and interpret secondary/published data that has been obtained from whatever source, including the 'Net'.

Using A Research Agency

Using A Research Agency

- » How a research agency can be involved in a B2B research project from:
 - ✓ Ad-hoc commissioning
 - ✓ Total projects
 - ✓ Fieldwork only
 - ✓ Fieldwork and tabs
 - ✓ Multi-client studies
 - ✓ Syndicated research
 - ✓ Omnibus studies

- » Brief a research agency/sub contractor
- » The financial/time related aspects of any work to be commissioned
- » What to expect/demand from any research agency proposal in response to the brief given
- » The ideal format of a research report
 - ✓ Layout and sequencing
 - ✓ Findings and recommendations
 - ✓ Data analysis - hard and soft copy formats
 - ✓ Use of the SIGTEST and SNAP programmes



Who Should Attend?

Professionals within the Sales and Marketing disciplines who will have to participate in marketing decision making on behalf of their company - especially where those decisions involve putting an investment at risk.

Marketing research, as it is actually conducted, does not feature as an integral part of most Business School Curriculum's so this course applies as much to those who have got where they are by experience as those who have a recognised professional marketing qualification.

Note - There is a difference between Market Research which basically tells you where you are, and Marketing Research which helps you discover how best to get to where you want to be - this course addresses to both these facets.

BRING **Market Research for Strategic Decision Making**

In-house

This workshop can be customized to suit specific needs of your organization at significant savings.

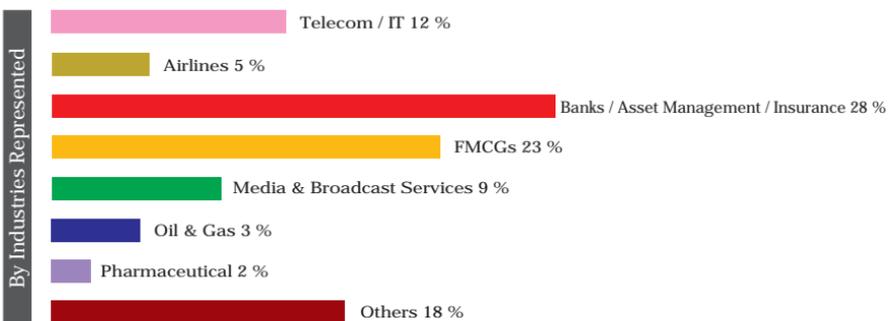
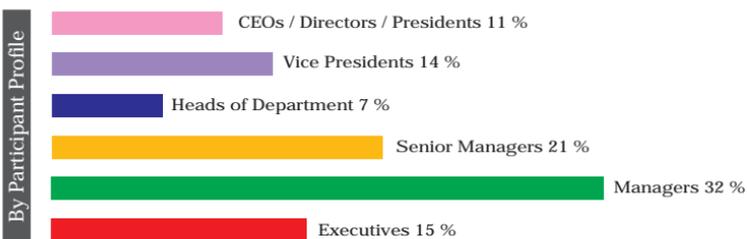
Please contact M. Arif at marif@octara.com or call at 0300-8275091 for more details

Book Today! Fee and Registration details on back



**Overwhelmed participants of
“Innovative Product Development Strategies” workshop
at the Media & Marketing Festival, September 2007,
with Ian Ruskin Brown**

Octara’s featured event in September 2007 was a tremendous success - "The Media & Marketing Festival" Workshop & Conference featuring highly acclaimed local and International speakers; Javed Jabbar (Pakistan), Ian Ruskin Brown (UK), Dave Robinson (ME), Hilmy Cadre (Bahrain), and others. Response to the MMF workshop, conducted by Ian Ruskin may be gauged from the following data compiled:



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Karachi
7-8 April 2008
Sheraton Hotel & Towers

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
E-mail: register@octara.com
Fax: 021-4520708, 021-4546639
- Send us your:
Name, Designation, Organization,
mailing address, phones, fax and e-mail
- Send your cheque in favour of
"Octara Private Limited" to:
Muhammad Imran Anwer
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-4534261, 021-4536315,
Cell: 0321-2670041

To view reports on our past training workshops
and events logon to www.octara.com

Registration Note

Participation will be confirmed subject to receipt of payment.

Cancellations

At least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another Octara course within the next 12 months In the event of unforeseen circumstances, Octara reserves the right to cancel or postpone the event.

Program Fee (Per Participant)

PKR **33,999** /-
US\$ **549** /-

Includes course material, Octara certificate
lunch, refreshments & business networking

Discounts

2 nominees **5% Discount**
3+ nominees **10% Discount**

On total investment from
one Organization

Logistics Partner



Official Carrier

airblue

Partner



Strategic Partners



Technology Partner



Training | Conferences | Events | Publications

Octara Private Limited is an independent enterprise and a Business Information Management company of the Tranzum Group specializing in Corporate/Management Training & Workshops, Seminars & Conferences, Event Management, Publications and Public Relations.

Octara has to its credit events such as the landmark 10th Management Convention of Management Association

of Pakistan, the 10th General Meeting of the Asia Pacific CSD Group, the Asia Pacific Telecommunity International Symposium, Valuing the People Factor Conference, Excellence Award Ceremonies of CFAAP, ITU World Telecom Day Conference, first international OHSE Conference, and numerous workshops and seminars with world-class speakers in Dubai, Karachi, Lahore and Islamabad.

In the UAE, as a strategic partner to Leading Minds, Octara marketed in Pakistan the 2005 & 2006 edition of the annual event "Leaders in Dubai".

Octara manages TCS Private Limited's acclaimed flagship publication CONNECT, SHV Energy Pakistan's newsletter AATISH and other designing and publication requirements of clients.

Octara is about YOU, so help us help you find and nurture your inner strengths and realize your business ambitions today.