

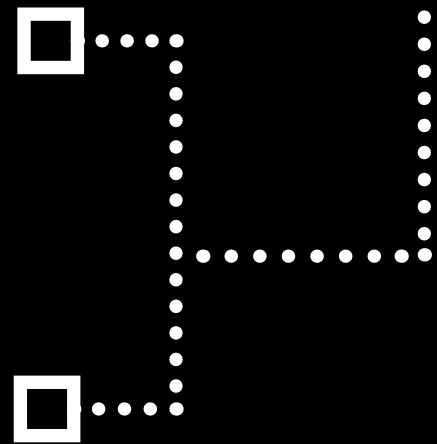
ERC

Entrepreneur's
Resource Centre



• BRINGING
• YOU TO
• A NEW
• PINNACLE

BUSINESS ACCELERATOR PROGRAM



Are you:

- Frustrated about current job or business that is going no where?
- Working in an environment with no career prospects?
- Earning enough only to pay your monthly bills and have little or no savings?
- Aspired to retire young and rich?

If your answer is **YES** to any of the above,
you will want to **CONTINUE** reading.

ERC Personal Mentoring Program

ERC specialises in practical training that helps business owners and aspiring entrepreneurs crystallize their business ideas into reality. The adopted approach ensures that our trainees learn from the best entrepreneurs in the industry and achieve results that few can only dream of.



DO YOU HAVE WHAT IT TAKES TO MATERIALIZE YOUR BUSINESS DREAM?

- Top Practitioners Workshops
- Personal coaching by CEO of ERC, Mr Andy Ong
- Two Free CEP forums
- Two Free networking events
- Unlimited resits
- 100% Money Back Guarantee*

*Terms & Conditions apply.

Analysing Market Opportunities

All business models to their owners are the best. However, it takes experience to differentiate a callous business idea from a real gem.

- Learn to identify market opportunities and how best act on them
- Conduct effective market research, analyse and apply the findings for exponential results
- Evaluate and implement the best growth and expansion strategy for your business
- Develop and implement management plans to meet your business goals and vision

Developing a Business Plan

Failing to plan is planning to fail. A business with no corporate goals will hardly get you any where, not only does the business plan serves as a guideline; it also serves as a reference for your investors and partners.

As the economy matures, it is not enough to have a business plan. One must know how to present the business plan and to negotiate with investors to ensure that the agreement serves their interests as well.

- Understand the importance and purpose of a business plan
- Develop and write your own business plan
- Study the essential elements of a good business plan
- Present your business plan

Sales and Marketing

Sales and marketing is the lifeline of all businesses, even more so for young startups. Learn the trade secrets of successful marketing gurus who have maximized direct response to your marketing efforts.

- Create successful image branding to enhance business success.
- Identity target marketing and position products and services efficiently, analysing competitors to maintain the edge.
- Develop effective evaluation plan to manage and measure marketing success.
- Formulate the optimum marketing Strategy (4P's – Product), promotion, Price & Place) for your business.
- Acquiring important sales techniques: Prospecting, telemarketing / cold-calling, making sales meetings / presentation and closing sales.
- Recruit and managed an effective sales team.
- Implement an effect CRM strategy to retain and acquire new customers.

Our Board of Advisors

- **Mr Kenny Yap**
(Executive Chairman & Managing Director, Qian Hu Corporation Ltd)
- **Mr Douglas Foo**
(Founder & Chairman, Apex-Pal International Ltd)
- **Mr Andy Ong**
(CEO, ERC Holdings)
- **Mr Paul Stefansson**
(Executive Director, UBS)
- **Mr Alvin Ch'ng**
(Vice President, E-news, MediaCorp News Pte Ltd)
- **Mr Louis Aw**
(Group Managing Director, Container Bridge Pte Ltd)
- **Mr Roger Lim**
(CEO, Webvisions Pte Ltd)
- **Mr Julian L. Sandt**
(CEO, Orchid Capital)
- **Mr Adam Khoo**
(Founder & CEO, Adam Khoo Learning Technologies Group)
- **Mr Yoon Byung Chul**
(Founder & CEO, Woori Financial Group, Korea's 2nd largest bank)
- **Mr Sonu Shivdasani**
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- **Mr Chanitr Charnchainarong**
(Vice President, Vnet Capital Co.)
- **Mr Rena Udomkunnatum**
(Founder and Owner, FQNL Thailand)
- **Mr Swake Srisuchart**
(Chairman & CEO, Power Line Engineering Public Company Ltd, Thailand)
- **Dr Richardus Eko Indrajit**
(Chairman, Stmik Perbanas Indonesia)

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