

Product Conceptualization

November 17-18, 2015

9:00 am to 5:00 pm

IBA City Campus

Training Investment: PKR 15,000

KEY FEATURES

- * Need Analysis
- * Opportunistic prospective
- * Competitive strategic designing
- * Planning phase
- * Importance of prototype
- * Second mover advantage
- * Product positioning
- * Diversification! Decisive factor
- * Forward and backward integration

BENEFITS

- o Nurture your ideas
- o Initial screening of the product
- o Cost saving of screening process
- o Designate time to initiate thought provoking process

Learn to transform your idea into a viable venture

This course has been designed to facilitate the whole process of product development. The aim of the course is to nurture ideas, share experiences, deliberate and filter out the possible question marks since the inception of the product till its implementation stage. Importance of this course can be highlighted from the fact that product development has phases and after each phase critical evaluation, assessment and deliberation is required. Incubation stages will be facilitated against small amount of investment.

LEARNING OUTCOMES:

- o Refine your idea for new product or services
- o Learn through the experiences of initiatives
- o Vitalize your thought process of product development

Skills Development Program

Adding Skills to Experience



TRAINER: MOHSIN ADHI

Qualification:

MSc. Finance & Financial Law, SOAS, University of London
MBA Finance, Bahria University

Professional Courses:

Financial Modeling (IBA, Pakistan)
Case Method of Teaching (LUMS, Pakistan)
Futures – An Introductory Guide (Chicago Mercantile Exchange, USA)
Legal Process Outsourcing (Law Wave, India)

Mohsin Adhi has gathered more than 10 years of professional experience from the corporate sector which is still ongoing. His corporate exposures includes projects like delisting and buy back of securities, research and analysis of securities, interexchange arbitrage, media representation, etc. Mohsin Adhi has also established and led successfully an institute in Karachi producing more than 2,500 alumni. His diverse corporate exposure also includes lubricants sector where he is a partner in industrial lubricants supplies. In addition to this he is involved in strategic planning of emerging field of educational toys in Pakistan. His exposure as a consultant includes Organization Strategic Development, New Product Development and Change Management.

Mohsin has also been a part of Karachi Stock Exchange (KSE) product development committee where conceptualization of products like Stock Index Futures (SIFC) and Cash Settled Futures (CSF) has been perceived. He has also served in few NGOs to contribute in social services through his expertise. His exposure towards training session comprises of topics related to Islamic Microfinance Opportunities and its Challenges, Portfolio and Investments Management, and other guest speaker session at various platforms.

Mohsin is a Board member at Alfa Adhi Securities (Pvt) Ltd. (TREC Member KSE and PMEX). His expertise has also been capitalized as Chief Strategist at Live Long (Pvt) Ltd. which exists with a vision to nurture generations through technological toys. Mohsin is also serving as treasurer at Pakistan Institute of International Law (PIIL). Moreover, he is also serving as the visiting faculty member at leading universities in Karachi.

CREATIVE PHASE

- * Need analysis
- * Keep an eye on opportunities
- * Stand out amongst competitors
- * Second mover advantage

This phase provide the basis for any business, since the inception of product or service till its execution. The establishment of a platform will be the major topic of this phase.

STRATEGIC PHASE

- * Planning
- * Learning from lack of planning
- * Contingency plan
- * Importance of prototype

Once need is identified there arise opportunity to fill that gap. Your idea should then be planned strategically to address such needs, test it, market it and step by step benchmarks for growth.

IMPLEMENTATION PHASE

- * Know your customer
- * Broaden your reach
- * Diversification
- * Forward & backward integration
- * Everything is not for profit

Customer recognition & how to approach your customers is the core element of this phase. Targeted growth strategies will also be discussed.



Who Should Attend?

- * New product developers
- * Research & development professionals
- * Entrepreneurs
- * Business segment managers
- * Consultants
- * Investors
- * Creditors

Registration form and Fee Voucher are available at our website:

<http://cee.iba.edu.pk/BEnSDP.shtml>

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

For information & queries:

Sumera Muhammad

Manager, Skills Development Program

Center for Executive Education

Ext: 1801 | Email: smuhammad@iba.edu.pk

Mirza Irshad Baig

Executive

Center for Executive Education

Ext: 1811 | Email: mibaig@iba.edu.pk

Registrations

Skills Development Programs

Center for Executive Education

Institute of Business Administration

Ph.: 021-38104700-01 Ext: 1541

Fax: 021-38103008

Email: BESDP@iba.edu.pk

Website: <http://cee.iba.edu.pk/BEnSDP.shtml>

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