

# Family Managed Business Program Workshop on How to Build a Family Business Global Brand?

**4<sup>th</sup> November, 2020**

**10 am to 5pm**

## Program Overview:

Most businesses in Pakistan believe in doing profitable business. But in doing so, they miss the opportunity to develop a global brand which can really transform their business. Pakistan is filled with examples of local businesses and brands which have not dared to dream big and have thus confined themselves to a locality or city at best.

The program will aim to show how these family / small business can learn how to become a global brand and build a sustainable and profitable business.

Even large Pakistani conglomerates which do export but only to the Pakistani diaspora can benefit from the program so they can target non Pakistani's and get out of the ethnic store trap when exporting.

## Who Should Attend?

Family Managed Business Owners, Micro, Small and Medium Enterprise Owners, Brand Managers, Marketing Managers, Brand teams working for Pakistani brands being exported to Pakistani and desi diaspora, Advertising and media agencies

## Trainers Profile:

Qashif Effendi has over 25 years' international experience of working at CEO, Director and General Management positions in top multinationals in the MENA and South Asia regions. He has worked with Chevron, Philips, Unilever, Tetley, Abu Dhabi National Industrial Projects Co., UAE and currently as CEO at Reem Rice Mills (Pvt.) Ltd, a 100% multinational JV of Al Ghurair UAE and Al Mohaidib KSA.

Brands like Philips Whirlpool, Dalda Cooking Oil, Brooke Bond Supreme, Tetley and Reem achieved tremendous growth during his stewardship. He has also consulted for various companies such as HELM Medical (Hamburg, Germany), Simply Sufi, Shan Foods, KESC, Adamjee Insurance, Dollar Stationers, Liberty Books, Hilton Pharmaceutical, PharmEvo and PSTD (Pakistan Society for Training and Development).

He is an alumnus of IBA with a great passion for learning. He has been a visiting faculty at IBA, KSBL, Szabist, Superior University and CBM for over 13 years teaching Brand Management, Export Marketing, Advertising, Consumer Behavior, Strategic Marketing and Technopreneurship. He regularly writes for publications like Synergizer and Marketing Review.

Voted as one of 100 top performing company CEO's in 2017 by CEO Club Pakistan, he is an adviser to the Board of WE-NET (Pakistan Women Entrepreneurs Network for Trade) a World Bank funded initiative and has conducted several capacity building sessions for trade development bodies such as USAID funded PREIA (Pakistan Regional Economic Integration Activity), NIC Karachi & Lahore, TIE, SC Women in Tech and Rawalpindi Chamber of Commerce. He has a passion for training and development and has conducted several training's for Pakistan Society of Training and Development (PSTD) and multinational/local companies.



**Qashif Effendi**  
Trainer

## Topics Covered:

- Difference between a business and a brand
- How branding adds value?
- How Family Businesses get affected by a risk averse mindset regarding branding?
- What is brand identity?
- What is brand positioning?
- What is brand image?
- What is strategic brand analysis?
- What are consumer insights and how to mine them?
- Essentials for a global brand outlook
- How has digital affected the rules of branding?
- Why micro managing aspects of marketing by Family Business owners is not a good idea?
- How can Family Managed Businesses benefit from professional branding help?

## Learning Outcomes:

- Be able to brand a business and make more money
- Understand the rules of branding and how to make effective use of them
- How to differentiate from and beat the competition
- Understand how consumers think and shape your brand to appeal more effectively to them
- How to approach the global market with your brand?
- Get familiar with the digital tools available and how they can help you in brand development
- How to avoid the micro management of marketing trap?
- How to trust the advice of branding professionals to grow?

## Program Fees

Rs. 20,000/- +5% SST \*25% Early bird Discount

Experience

**EXECUTIVE**

## EDUCATION

Center for Executive Education, IBA, Karachi

Center for Executive Education (CEE)

Institute of Business Administration City Campus.

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## For Further Information:

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