



CODE: SEM14-04-2016-SMTA

TITLE: Entrepreneurial Series: Workshop on “Creating Startup Success – The Crafting of a Viable Business Model”

OBJECTIVE: One of the most common causes of failure in the startup world is that entrepreneurs are too optimistic about how easy it will be to acquire customers. They assume that because they will build an interesting web site, product, or service, that customers will beat a path to their door. That may happen with the first few customers, but after that, it rapidly becomes an expensive task to attract and win customers. At the end of the seminar, the participants would have understood the importance of having a set of proven efficient business processes, so as to achieve sustainable customer/business client’s satisfaction.

CONTENT:

- Practical considerations for start-ups
- Essential business tools
- Hurdles of sustainable growth of entrepreneurship
- Question & answer

DESIGNED FOR: Individuals who:

- would like to start their own business
- have started an entrepreneurship, but would like to expand the venture.

SPEAKER(S): Dr. Ngan LT, Business Consultant, is a veteran professional at top management level of locally and internationally listed corporations. She specializes in sales and service, product development and quality improvement, business modelling and strategy. Dr. Ngan is an accountant recognized in US, UK, Canada and Hong Kong, and also a Lean Six Sigma Master Black Belt. She has been internal and external management and training consultant since 2006 for clients from HKSAR Government, education institutions, public utilities, financial institutions and manufacturers. For SMEs, she focuses on the enablement of their business growth through business remodeling, process improvement and readiness to be acquired by potential investors.

ORGANIZED BY: Wynn Resorts (Macau), S.A (Principal Organizer)
Macau Productivity & Technology Transfer Center (Co-organizer)

NO. OF SEATS: 50

DATE & TIME: April 9, 2016 (Saturday), 3:00 p.m. - 6:00 p.m. <Deadline for Registration: April 1, 2016>

LANGUAGE: Cantonese (handouts in English)

FEES: Free of charge

VENUE: CPTTM Head Office auditorium (Rua de Xangai 175, Edf. ACM 7 Andar, Macau)

ONLINE REGISTRATION <http://www.cpttm.org.mo/seminars>

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~ The organizer reserves the right to cancel the seminar or modify its topic, content and/or speaker without prior notice. ~