



Asia Masters Center

Cargo Marketing and customer service



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Cargo Marketing and customer service

➔ Course Objective

- Improve your competitive performance using practical management tools including revenue management and pricing
- Identify your customers' changing needs to adjust your business for immediate results
- Maintain optimum levels of customer service without increasing your costs
- Analyze changes within the cargo industry and its stakeholders
- Stay current with the latest business and technological trends
- Describe and use pricing strategies
- Determine an advertising budget and plan, selecting advertising media channels

➔ Target Audience

- This course will mainly benefit to purchasing managers, senior buyers, project managers, civil engineers, construction managers, contractors, sub-contractors, site engineers, senior management, and government agencies, architects, construction professionals, and anyone responsible for purchasing at a senior level who seeks to enhance their skills further.



Course Outline

- **Day 1 – The Cargo Industry: An Overview**
 - The cargo industry and its stakeholders
 - Marketing and sales for cargo
 - Pricing and revenue management

- **Day 2 – The Cargo Industry & Marketing Perspective**
 - Cargo marketing analysts and managers
 - Sales managers
 - Cargo network analysts and managers
 - Revenue Management analysts and managers

- **Day 3 – Pricing Strategies of Cargo Industry**
 - Basic cargo rating principles and currency regulations: conversion rates, rounding off procedures and construction rates
 - Combining rates and charges, mixed consignments, declaration of the goods and Air Waybill completion
 - Identifying the needs of the shipper and the consignee for developing a reliable and affordable transportation system
 - Applying traditional and digital advertising techniques with an airfreight industry focus

- **Day 4 – Marketing Landscape of Cargo Value Chain**
 - Conducting marketing audits of your own organization, the competition and your customers
 - Trade patterns & the macroeconomic environment, modal split, the air cargo value chain



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- **Day 5 – Brand Value in Cargo Industry**
- Efficient market segmentation and SWOT analysis
- Understanding brand value
- Advantages and disadvantages of different distribution channels – understanding the role of intermediaries

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



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Price (USD)

Communicate with the training department
to know the participation fees

➤ **There are offers and discounts for groups**

The details of the bank account

Bank name: CIMB Bank Berhad

Account name: Asia Masters Center SDN. BHD

Bank account number: 80-0733590-5

Swift code: CIBBMYKL

IBAN: Null