



XYZ REPUBLIC
The Game Is On!



MARKETING FOR ENTREPRENEURS



ABOUT XYZ REPUBLIC

We're A Republic Of Rebels That mission is to Revolutionise Business Education And Lead You To Mastery!

At XYZ Republic, we do not pride ourselves on being the largest, oldest, nor best provider of academic excellence; we pride ourselves on our authentic concepts, tailored business programs that work, and practical methodologies that get you right into the business game.

The Experience We Offer

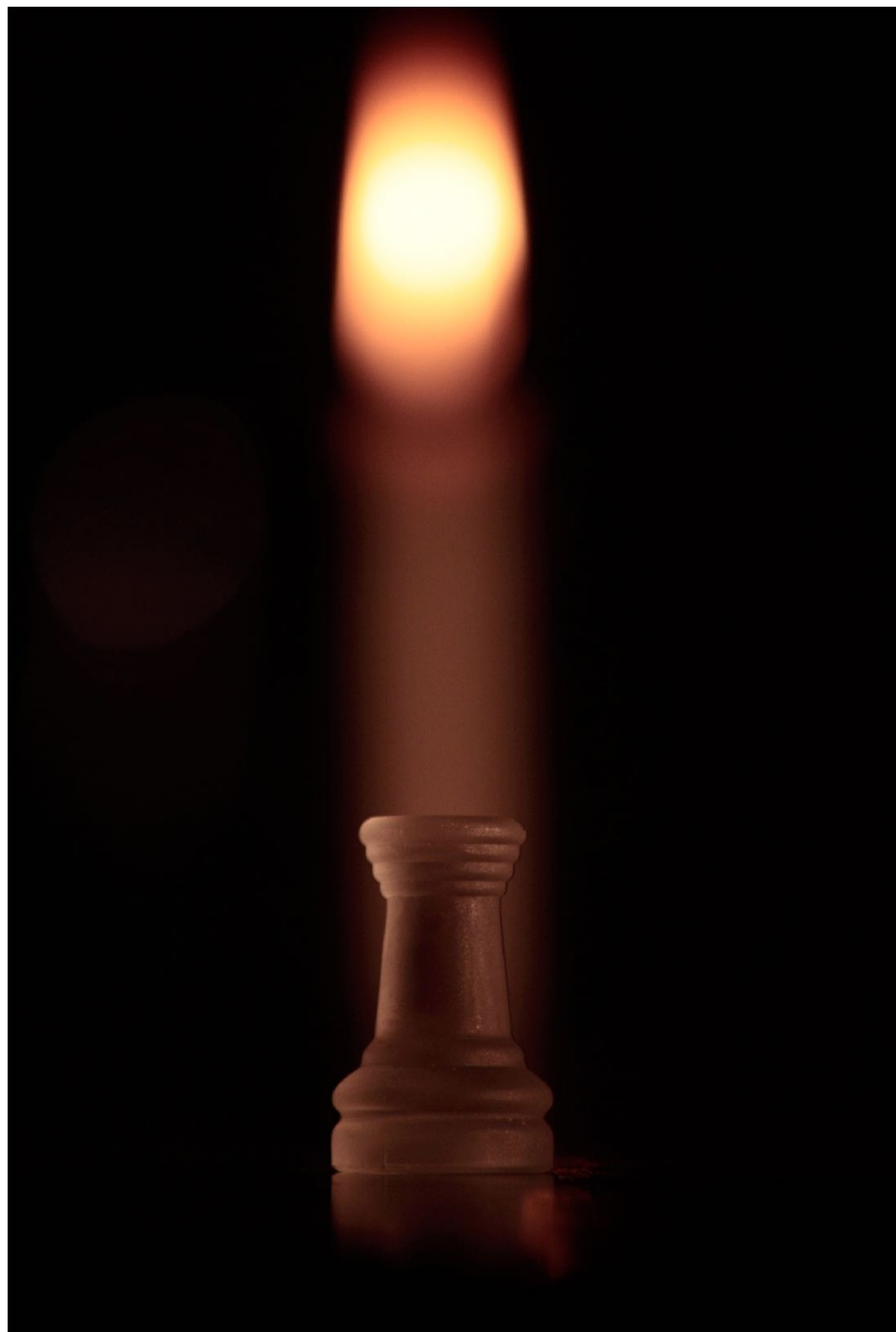
Cases and Projects are at the heart of every XYZ program. Tutors are experts in their fields practically and are not academic professors. Our aim is to let you think & do .. not to memorise theories. This's why we expose you to different business environments so you get a grasp of how the work is done in real-life situations.

We make sure you get to meet with like-minded people to create an exciting environment where every member is quite beneficial to one another. And to make it even more exciting, your final project is a real case that's presented to the board of directors of the company you apply at. That will give you confidence and train you to make decisions.

OUR PHYLOSOPHY

It's About You Doing!

- We respect every citizen of our republic, and we serve them with care and love.
- We designed comprehensive programs which guarantee you mastery of the practical aspects.
- To help forge the ultimate businessman; we work on your mind, vision, and character as they are all linked.
- We are not a commercial institution to sell certificates. You earn it by hard work, sweat and tears.
- We chose business because it is never a job, and it can't be. Business is a unique way of thinking and it's fun.
- And last but not least, our programs move to you. You don't need to come all the way to our premises.





WELCOME TO XYZ REPUBLIC .. YOUR REPUBLIC!

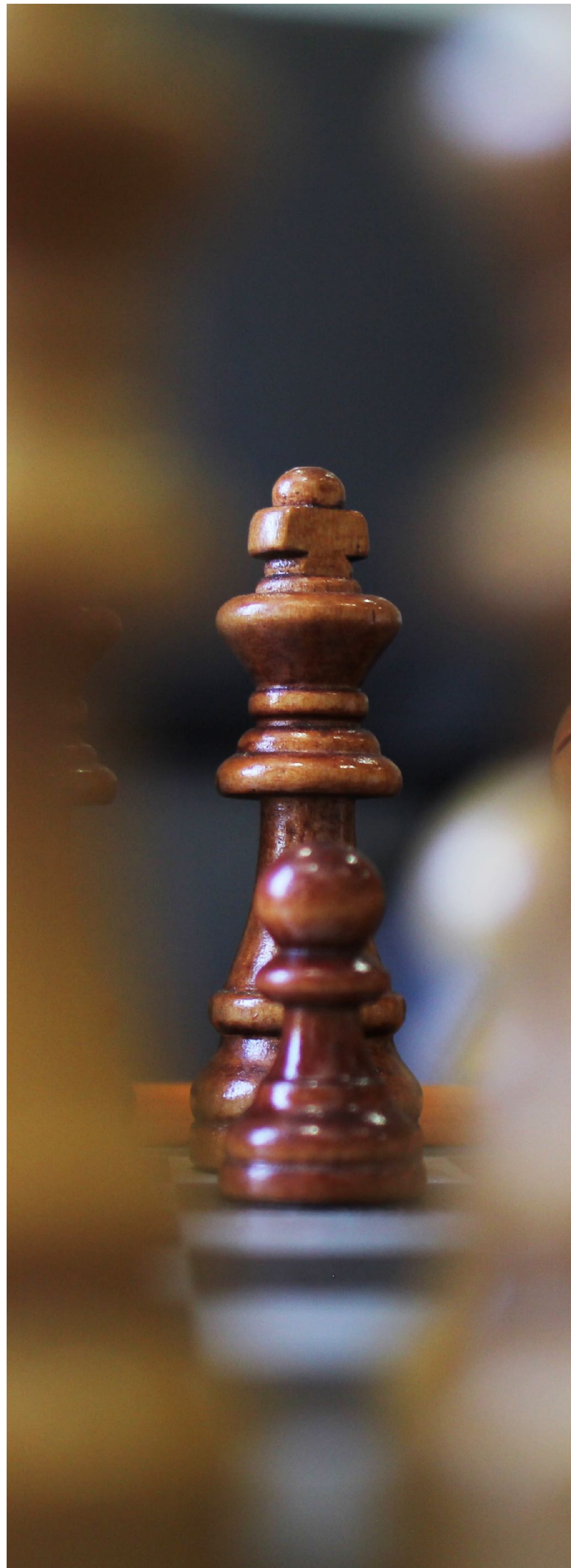
We would love to thank you for giving us the opportunity to help you leverage your marketing understanding and practice by choosing our program "Marketing For Entrepreneurs". We promise it's gonna be a great journey together.

THE PROGRAM

This highly practical program alternates between theory and practice by working on real life plans.

We help you gain confidence in how to form marketing strategies and use them to gain a competitive edge in a busy entrepreneurial market. This confidence will allow you to be more ambitious, set your sights higher, and really make the most of the limited resources available to you.

You will also learn how to view the customer engagement experience through the eyes of your target market to effectively build a strong brand.



INTRO

The program is aimed at helping entrepreneurs look at the entire marketing game in light of the strategy of their project.



OBJECTIVES.

1. Understand the Marketing Game and the market dynamics.
2. Understand your customers and their behaviour.
3. Identify, evaluate, and develop marketing strategies.
4. Evaluate opportunities.
5. Anticipate competitive dynamics.
6. Evaluate the sustainability of competitive advantages.

PROGRAM MODULES

● H = Hour
● C = Class

1

MARKETING IN PRACTICE

- Value Driven Marketing
- Marketing Process
- Market Evaluation
- Controlling Marketing Activities
- Case Study

4H/1C

2

STRATEGY DEVELOPMENT

- Competitive Advantage
- PEST Analysis
- SWOT Analysis
- Marketing Mix
- STP
- Case Study

4H/1C

3

CONSUMER BEHAVIOUR

- Human Psychology
- Buying Process
- Social Influences
- Personas & Scenarios
- Case Study

4H/1C

4

DEVELOPING NEW PRODUCTS

- Idea Generation
- product Development
- Test Marketing
- Product Characteristic
- Packaging& Labeling

4H/1C

5

MARKETING COMM.

- Marketing Channels
- Inbound Marketing
- Guerrilla Techniques
- Marketing Comm. Strategy

4H/1C

➤

HANGOUTS

- WE GO ANALYSE
DIFFERENT INDUSTRIES
AND MEET INTERESTING
MARKETERS.

12H/3C

FINAL PROJECT

There'll be a final project that you're going to spend two weeks on. Project will be presented directly to the board of the company you are applying at. The project represents %30 of the program overall score.



FEES & DURATION

All Material/Presentations included

PROGRAM FEES

7,500 L.E

%15 off to XYZ citizenship holders.

DURATION & MATERIAL

- 32 hours/Course
- 5 Modules
- Case Studies
- Practical Methods Presentations (Soft Copy)
- The Group is 6 to 10 people Max.

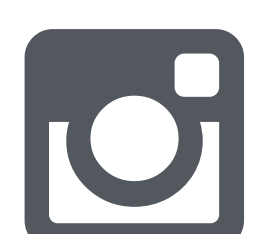


YOUR MOVE

4 Arkan Plaza, Sheikh Zayed, Giza,
Egypt info@xyzrepublic.com

+202 382 77077
+2 0110 28 7777 3/5

WWW.XYZREPUBLIC.COM



/XYZREPUB