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Marketing guru reveals secrets to profitable brand empire

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| Fizah HAB |

A WORKSHOP on improving branding strategies was yesterday launched at RMS Portview Seafood Restaurant in Jalan Sultan. The two-day seminar entitled 'Build a profitable brand empire' was attended by eight participants from several private companies involved in marketing, telecommunications, advertising and information technology.

Leading the workshop was Arjun Khara, an experienced and qualified trainer from Singapore who has a double degree in communication specialist and programming; and in computer and information systems.

Organised by Confex Training Services, the meeting aims to create a consensus among those responsible for designing client brands by helping them to identify core strengths and values.

Participants will learn how to use the guidelines needed for communication materials, including online and sales marketing literature. They will also explore real-life case studies, and create ambitious brands that sell.



Arjun Khara speaks at the workshop. – FIZAH HAB



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