

SO YOU HAVE A NEW SEAFOOD PRODUCT OR SERVICE? THAT'S GREAT! NOW WHAT?

If you answered “good question!” to the above, then you should think about participating in the Seafood CRC Success Program (Entrepreneurship)!

Module 2 of our course will teach you how to effectively market your new product or service through lessons in:

- * Understanding and applying sound marketing principles and concepts
- * Grasping the elements of the “Marketing Mix”
- * Mastering the various product decisions
- * Recognising the importance of pricing decisions
- * Learning the eight steps involved in pricing your product or service
- * Understanding about promotion decisions
- * Mastering business growth strategies

Our April Module Facilitator is the Very Dynamic and the Very Entertaining.....Su Mon Wong

Su Mon Wong is the Professor in the Faculty of Business, Queensland University of Technology. Currently he lectures in MBA and executive MBA programs where he specialises in the areas of strategic marketing, marketing planning and management and international business.

Su Mon has also conducted many Strategic Marketing Management courses and projects for the Australian Design Council, ANZ Bank, Brisbane Airport Corporation, Suncorp, Mayne Logistics, Telstra, Mrs Crocket's Kitchen, Paradise Food Industries, Buderim Ginger Ltd, Queensland Premier's Department, Retravision and in Malaysia, Kumpulan Guthrie Berhad and Permodalan Nasional Berhad, and in Indonesia, Minamas Plantation.

Su Mon also has extensive business consulting experience with many major public and private companies in both Australia and Asia and also within Australian Government departments. He also sits on the Board of a number of SME companies in Queensland as a business advisor and/or a director.



I'm Interested in Attending Now What Do I Do?

When? Friday 9th April (start time is 12pm) - Sunday 11th April (finish time is around 12 pm).

Where? Adelaide city (venue details supplied upon registration and filling out an enrolment form)

Cost? Free

What to Bring? A laptop computer

RSVP or More Questions? Contact Emily Mantilla by Wednesday 7th April on 08 8201 7652 or emily.mantilla@seafoodcrc.com

