

To: Trade Promotion Programme in Tajikistan of International Trade Centre

From: Pulod Amirbekov, trainer

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Subject: Report on “Marketing for T&C enterprises” Training

On March 2nd, 2012, I have provided full day training on Marketing to T&C sector. The training was organized by Trade Promotion Programme in Tajikistan of International Trade Centre (ITC). The purpose of this training was improvement of their Tajik T&C companies of their understanding of basics of marketing and have a better idea on what their specific needs are in marketing.

We had 20 participants from business and government representatives, including ITC staff members. Most of the participant had Marketing and Sales position in their companies, we had deputy directors and accountants as well.

The training on marketing had two main parts: Marketing and Branding. In first half of the day I was explaining to participant the meaning of marketing, which components marketing has, how to make business sector analysis, assessment of consumer needs, competitor analysis and SWOT analysis (SWOT), what 4P means, how to make product analysis and pricing, what give you good placement, how to make good promotion. In the second part of training I have explained about Branding, what does it mean, how to manage it, how to create brands, which stages of development brand has, what is brand book and why company need it. I have shown the participant some samples, new Tajikistan Tourism Brand, which was created by our company. The participants saw the logo, website, brand book and some printing materials which we gave them the full picture of Branding. In the last section I have shown participants how to make SWAT analysis for the companies, we had long discussing and I have given the suggestion how to do it. Most of participants understood the training and will use their knowledge in their companies.

By the end of training, we have given all participant feedback forms and received their comments. Most of the participants said they like the training very much, their training materials was understandable for them, they liked the handouts, also they mentioned that it will good if we will have more analysis in materials and asked for increasing the number of seminars. The participants given high rated to organizers of the training (average: 4,9), handouts materials (4,9), duration of the training (4,5), workload (4,7), qualification of the trainer (4,8) and training venue (4,6).

All above mentioned points give the feeling that the training was successful and we rich our goals.