

In Collaboration with



Othman Yeop Abdullah  
Graduate School of Business  
Universiti Utara Malaysia



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

# National Seminar in Understanding Luxury Brand Development for Small Medium Enterprises (SME)

**PROFESSOR  
JOHN LENNON**



*Director of the Moffat Centre  
for Travel and Tourism  
Business Development -  
the UK's largest University  
based tourism consultancy  
and research centre*

**20 MARCH 2018  
MATRADE CENTRE  
KUALA LUMPUR**



ASSOCIATION  
OF  
AMBA  
ACCREDITED





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## **National Seminar in Understanding Luxury Brand Development for Small Medium Enterprises (SME)**

20 March 2018 – MATRADE CENTER, KUALA LUMPUR

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### *PROGRAMME OVER VIEW*

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A dynamic programme that considers developments and trends in the Luxury Brand market place that are relevant and applicable for owners and operators of SMEs in a variety of sectors. This practical approach helps inform thinking and business development by referencing the competitive environment through case analysis and visual exemplars



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## PROGRAMME AGENDA

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TIME	LEARNING UNIT
7.45 – 8.45	Registration and Networking
9.00 - 9.30	Introductions and Practical Learning approach
9.30 - 11.00	Key Trends and Forecasts for the Luxury Brand Market
11.00 - 11.30	Coffee / Tea and Discussions
11.30 - 1.00	The development and growth of Luxury Brands in various trading sectors (e.g. Fashion Retail, Hospitality, Property, Health, Jewellery, Events etc.)
1.00 - 2.00	Lunch and Structured Discussion
2.00 - 3.30	Benchmarking and Best Practice for the SME sector
3.30 - 4.00	Coffee / Tea and Discussions
4.00-6.00	Practical applications for local contexts ; maximising profitable yields from products, experiences and destinations



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## LEARNING OUTCOMES

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**Upon completion of the seminar, Participants will be able to:**

1. Understand and appreciate the major trends and forecasts relevant to the Luxury Brand Sector
2. Apply examples and contexts for practical returns in sectors relevant to their own employment context
3. Appreciate the centrality of experience, authenticity and unique products and services
4. Understand the value of luxury brands in growing sales and profitability at an SME level

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### *Target Audience and Level:*

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5. Target Audience and Level:  
Owners and Senior Managers working in the SME Luxury Brand Sector in the fields of;  
*Fashion Retail, Hospitality, Property, Health, Jewellery and Events. Management and senior staff identified by owners and Directors as having greatest potential for promotion and development.*





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### *Teaching Methodology:*

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A highly visual and interactive programme that illustrates learning objectives with practical and realistic examples of international best practice from a range of fields including ;  
*Fashion Retail, Hospitality, Property, Health, Jewellery and Events .*

Delegates will participate in discussion elements and create action plans for implementation and utilisation in their own workplaces and departments.

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### *Expert Faculty*

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#### **Professor J John Lennon**

Director of Research Development and Management | Research  
Innovation and Enterprise

<https://www.gcu.ac.uk/research/>

Director of Moffat Centre for Travel and Tourism Business  
Development

<https://www.moffatcentre.com/>

W: [My research profile](#)

John is a global expert in the commercial sector of hospitality and tourism.  
John has undertaken over 700 projects in over 40 nations. He specialises in the





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fields of; revenue generation, tourism development, destination /product marketing and financial feasibility.

John, managed the service quality training of 3,200 City of Culture Volunteers in the UK in 2017 and is developing further programmes for major cultural events at an international level.

John was the Principal Advisor for the Scottish Government Review of Tourism and is an independent Policy Advisor for VisitScotland. He has authored **five books**, over **80 articles** and **numerous reports** on the global hospitality, travel and tourism industry.

## Programme Fee table

INDUSTRY	FEE PER PARTICIPANT (inclusive GST)
Government Agencies and Academia	RM742.00
SMEs	RM530.00 (100% HRDF Claimable)
Others	RM848.00

*Programme fee maybe claimed back under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.*

**Venue: MATRADE CENTER**

**Closing Date: 2 March 2018**





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## Payment Details

Payment to be made to: **Universiti Utara Malaysia**

Bank Islam Malaysia Berhad Account Number: **02093010000010**

Kindly email proof of payment to: [saharah@uum.edu.my](mailto:saharah@uum.edu.my)

## Contact Details

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Director

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Universiti Utara Malaysia

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Website: [www.oyagsb.uum.edu.my](http://www.oyagsb.uum.edu.my)

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## National Seminar in Understanding Luxury Brand Development for Small Medium Enterprises (SME)

20 March 2018 – MATRADE Center, Kuala Lumpur

### Registration Form

Details of Registrants *(you may also email the Registrant details)*

Name of Participant:			
IC/Passport#		Contact Number	
Email Address			
Organisation name and Address			
Name of Person In Charge authorised To sign form and Email address			
Total Fee Payment <i>(please refer to Programme Fee Table)</i>			

#### Cancellation Policy and Postponement of Programme

Because attendance at *this* programme requires significant advance preparation, refunds are not permitted. Invoice once issued can't be cancelled except for exceptional reasons. Registrants who cancel less than **7 days in advance** may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

**UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates**, if there are inadequate registrations

