

**MEMORANDUM
FOR FEEDBACK**

Ref No : 0037 of 2017/PO

Date : 7 September 2017

To : Executive Director/ Head of Dealing
Executive Director/ Head of Operations

From : The Secretariat, ASCM

By Email

No. of pages : As per attachment

RE : THE BULLSEYE WORKSHOP: IDENTIFYING AND SPEAKING TO YOUR TARGET MARKET

Dear Members,

ASCM will be organising a one day training course on "The Bullseye Workshop: Identifying and Speaking To Your Target Market". The course details are as follows:

Course Dates : 3rd October 2017
: 8th November 2017

Time : 9:00am to 5:30pm

Venue : Training Room, ASCM Secretariat Office
D-3-53, Block Dahlia, 10 Boulevard, Lebuhraya SPRINT, PJU 6A,
47400 Petaling Jaya, Selangor (*Map as attached*)

Fee : RM300 for ASCM members; RM380 for non-members (*no GST charged*)

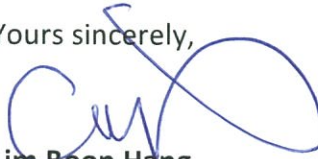
Please find attached detail brochure of this course for your reference.

This course is claimable under Bumiputera Training Fund (BTF), subject to approval from the BTF Secretariat. Bumiputera participants are required to first submit the attached BTF Registration Form to us at education@ascm.org.my for our onward submission to BTF Secretariat.

For non-Bumiputera participants, kindly submit our standard registration form and proof of payment to us at education@ascm.org.my latest by 7 days from the selected course date.

The registration of participants will be confirmed on first come first serve basis. Thank you in advance for your support.

Yours sincerely,



Lim Boon Hang

Executive Director, ASCM Secretariat