

# ONE DAY TRAINING PROGRAM ON 'BRAND MANAGEMENT'



Bangladesh  
**BRAND**  
**FORUM**  
*Inspiring Brands in Bangladesh*

# COURSE OUTLINE

- 1 BASICS ON BUSINESS
- 2 NEW DEFINITION OF MARKETING
- 3 INNOVATION AND BRANDING
- 4 THE THREE VITAL COMPONENTS OF BRAND MANAGEMENT WHICH ENSURE STRONG EQUITY

TRAINING DATE : JANUARY 27, 2018

FEES : BDT 7500/PERSON



## KEY RESOURCE PERSON MR. MUSHTAQUE AHMED

Mr. Mushtaque Ahmed, CEO, NetValue Institute of Brand Management (NIBM) has 21 years of experience in creating and building brands in a Multinational Company, and 20 more years as an entrepreneur.

He is also teaching at Institute of Business Administration, Dhaka University for the last 17 years as an adjunct faculty for BBA, MBA & EMBA students, for Brand Management, Integrated Marketing Communications and Global Business subjects.

He is an executive member of Bangladesh Marketing Society and associated with Bangladesh Brand forum, ever since it's inception in 2007.



## KEY RESOURCE PERSON SABBIR HASAN NASIR

Mr. Sabbir Hasan Nasir has made his name by transforming the organizations he worked with from the inside out to bring about remarkable growth. As the Chief Executive Officer of OTOBI Limited, he scaled up the company fivefold in five years, and in his present position as Executive Director of ACI Logistics Limited (Shwapno) he has taken the company to its position as the largest grocery retail chain in the country. Mr. Sabbir's affinity to marry art and design principles with business management has also led Shwapno to win the Best Brand Award in retail category for the second year in a row.

A Mechanical Engineer from BUET, Sabbir Hasan Nasir completed his MBA from IBA, University of Dhaka. Beginning his career as an Efficiency Officer in 1996, Mr. Sabbir's two decade long career has included major roles in local and multinational companies including Bata Shoe Company, Tetra Pack, Otobi and ACI. Having recently completed a yearlong EPGM program at the MIT Sloan School of Management, Mr. Sabbir is also a mentor at the Martin Trust Center for MIT Entrepreneurship.

## CONTACT DETAILS

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