

Who Should Attend?

- Directors
- Senior Managers
- Investment Bankers
- Consumer Bankers
- Fund Managers
- Corporate Advisors
- Research Analysts

Trainer's Profile

The trainer is an experienced and multi skilled trainer specialized in investments, global markets, talent and human capital management embracing Industry 4.0, sales mastery and motivation. He was previously a licensed Capital Market Services Representative (CMSR) holder for fund management from the Securities Commission of Malaysia.

James has been in the financial industry since 1997 within consumer banking, asset management and private banking where he has gained extensive knowledge on the global economic environment and has been exposed to various financial and investment instruments during his tenure in CIMB, ABN Amro, OSK, Prudential and Hong Leong. He has been an investment speaker on the financial circuit in Malaysia since 2003 and has conducted numerous trainings over the years. He won the Public Speaking competition during CIMB Group's 2013 Regional Trainers Convention in Bali. He is also a HRDF Certified Trainer. His area of expertise includes various investments such as equities, bonds, unit trust and structured products; technological disruption in the financial industry, change management, sales and sales management, building a motivated team and powerful presentation techniques.

He obtained his Master of Business Administration (MBA) from Wawasan Open University and is also an Institute of Chartered Secretaries and Administrators (ICSA) graduate.

CASE STUDY: KYLIE JENNER & KYLIE COSMETICS

THE NEW SOCIAL MEDIA DRIVEN BUSINESS MODEL

Kylie Jenner is an American reality television personality, model, entrepreneur and social media personality who is the founder and sole owner of the highly successful Kylie Cosmetics. She rose to fame starring in the E! reality television series Keeping Up with the Kardashians in 2007. Her success at this very young age has prompted many industry leaders to take notice and perhaps explore her style and business acumen applicable in today's fast moving world of ever evolving business dynamics.

This one day course will cover the new business model that can be explored and adopted by companies seeking to understand the new business landscape while recognizing the changing trend in consumer buying behaviour. Interestingly, some of the most successful investment strategies can also be applied based on Kylie Jenner's style and business acumen.

27 AUGUST 2019
HOTEL ISTANA, KL

DISCOUNT FOR EARLY BIRD REGISTRATION

Symphony Digest
Centre of Knowledge and Financial Mastery

Workshop: 360° INVESTMENT ANALYSIS

Date: 7 August 2019

Time: 9.00 am to 5.00 pm

Venue: Hotel Istana, 73, Jalan Raja Chulan, 50200 Kuala Lumpur

Course fee (inclusive of course materials, lunch and 2 tea breaks):

For registration on or before 24 July 2019: RM1,280, after 2 April 2019: RM1,480

Registration is confirmed upon receipt of payment, unless otherwise notified.

(Please note that the prices do not include SST)

Payment Method

Bank Transfer

Account holder: Symphony Digest Sdn. Bhd.

Bank: Hong Leong Berhad A/C No.: 29100043872

*Please e-mail us the bank-in slip / transfer confirmation together with the completed registration form.

Note: For cancellations less than 14 days before event or non-arrival on the training day, no refund will be given. Substitution is allowed. Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the course.

Name:

Designation:

Department:

Company:

Address:

Tel:

Fax:

Email:

Contact for administrative matters if different from above

Name:

Department:

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Fax:

Email:

For more details on our training programmes, kindly reach us at:

Contact No. : 03- 7622 5372/3

Email : info@symphonydigest.com

Mobile No. : 016 – 716 7806

Website : www.symphonydigest.com

COURSE OUTLINE

KYLIE JENNER - BILLIONAIRE AT 21

- On track to become the youngest billionaire at 21
- The success of Kylie Cosmetics
- Kylie Jenner's business acumen and style

KYLIE COSMETICS - THE NEW BUSINESS MODEL

- Embrace social media
- Outsourcing and Lean Workforce
- Adopt effective advertising
- Embrace Direct to Consumer (D2C) business model
- Adopt seasonal launches
- Focus on branding
- Focus on Environmental, Social and Corporate Governance (ESG)
- The road to Perfection

SUCCESSFUL INVESTMENT STRATEGIES BASED ON KYLIE JENNER'S STYLE AND BUSINESS ACUMEN

- Only invest in what you understand
- Investing based on risk profile
- Focus on risk adjusted return
- Law of supply and demand
- Avoid investing based on herding
- Investment is a journey, a marathon

THE EVOLVING FINANCIAL AND CAPITAL MARKETS

- Regulation reshaping the industry
- Technology reshaping the industry
- Relating these changes in the Financial and Capital Markets and the effect on businesses
- Dual-class stock structure