



ASSETS PROTECTION COMPANY
SECURITY AND SAFETY TRAINING CENTER
 (A DIVISION OF SAUDI PETRO GAS COMPANY)

Managing Competition

The aim of this program is to enable the participants to understand the complexities of today's competitive business environment and enhance their competence so that they are able to face the ever increasing competition of the market most effectively and gain competitive advantage in the market place.

Objectives

At the end of the program the participants would be able to:

- Understand the dynamics of today's competitive market.
- Understand the nature of competitive markets and analyze the elements of competition and competitiveness
- Segment the market for dealing with competition successfully.
- Decide upon the "how" and "where" to compete and sustain the advantage
- Appreciate the role of product development application engineering as critical elements for competing in the market.
- Understand the role of quality as a potent instrument to face competition successfully
- Appreciate the financial dimensions of competition and use different financial concepts for competing profitably in the market.
- Make necessary strategies and plans of action to put all concepts and theories into practice in their work places.

Course Subjects & Schedule:

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| <u>Day 1</u> | <ul style="list-style-type: none"> ▪ Choices and Challenges in Turbulent markets ▪ Understanding Competitive Markets | <u>Day 4</u> | <ul style="list-style-type: none"> ▪ Competing on Quality ▪ Competition: its Financial Implications ▪ Strategies for Competing |
| <u>Day 2</u> | <ul style="list-style-type: none"> ▪ Analyzing Competition and Competitiveness ▪ Market Segmentation | <u>Day 5</u> | <ul style="list-style-type: none"> ▪ Key to Competing Successfully ▪ Final exam |
| <u>Day 3</u> | <ul style="list-style-type: none"> ▪ Deciding - how to compete ▪ Product Development & Application Engineering | | |

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| <u>Participants:</u> | <ul style="list-style-type: none"> ▪ Middle and senior level executives from operation/maintenance function |
| <u>Methodologies:</u> | <ul style="list-style-type: none"> ▪ Lecture, group activities, syndicate work, case studies, group presentations ▪ Evaluation: <ul style="list-style-type: none"> • Written Test • Practical: Oral / Viva-voce |
| <u>Duration:</u> | Five (5) days |
| <u>Course Location:</u> | Security and Safety Training Center, Dhahran or at Client's Venue |
| <u>Course Cost:</u> | S.R. 3562.00 per Participant |
| <u>Language:</u> | English / Arabic |