



## ABIA Competence Development Division (CDD)

Unleashing Potential

# Company Profile

We Grow through the success of our clients

**At ABIA CDD, we believe in transforming potential into performance. Our comprehensive approach to professional development empowers organizations to build stronger teams, cultivate exceptional leaders, and drive sustainable growth through strategic learning initiatives.**

# ABIA as a Strategic Partner

## Our Partnership Approach

We go beyond traditional training vendors to become a true strategic partner in your organizational development. ABIA works closely with your leadership team to understand your unique challenges, business objectives, and cultural dynamics.

Our consultative methodology ensures that every training intervention aligns with your strategic goals and delivers measurable business outcomes.

## What Sets Us Apart

- Customized solutions tailored to your organizational needs
- Data-driven approach to measuring training effectiveness
- Experienced facilitators with real-world business expertise
- Ongoing support and reinforcement post-training
- Flexible delivery models including in-person, virtual, and hybrid formats





# Our Ideology

**Our training philosophy is built on the conviction that sustainable organizational success stems from investing in people. We believe in creating transformative learning experiences that inspire lasting behavioral change and professional growth.**

## People-Centric

We place your employees at the heart of everything we do, recognizing that engaged, skilled individuals are your greatest competitive advantage.

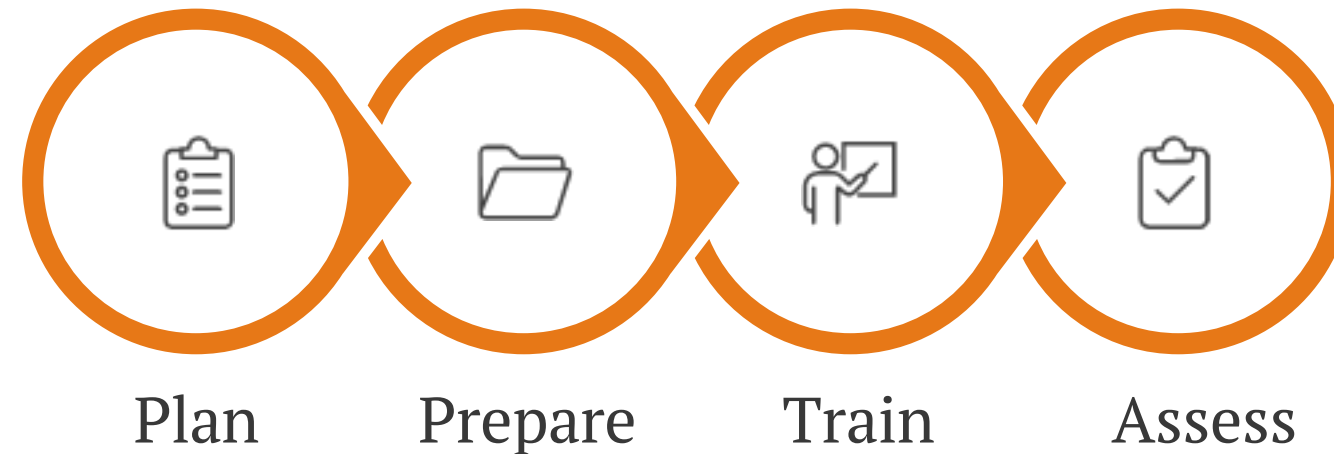
## Results-Driven

Every training program is designed with clear objectives and measurable outcomes that directly impact business performance and productivity.

## Innovation-Focused

We continuously evolve our methodologies, incorporating the latest research in adult learning and organizational psychology to deliver cutting-edge solutions.

# Training Domain Training Flow



Our comprehensive training architecture is designed to address the full spectrum of organizational learning needs. From foundational skill development to advanced leadership capabilities, we create seamless learning journeys that support career progression and organizational excellence.

## Assessment



We begin by conducting thorough needs analysis, identifying skill gaps and organizational priorities through surveys, interviews, and performance data review.

## Design



Custom training programs are developed using proven instructional design principles, incorporating interactive elements and practical applications.

## Delivery



Expert facilitators engage participants through dynamic sessions that blend theory, practice, and real-world case studies for maximum impact.

## Evaluation



We measure training effectiveness through multiple levels of assessment, tracking knowledge transfer, behavioral change, and business results.



# Methodology

## Research

Gather insights and user needs



## Design

Create concepts and prototypes

## Development

Build and integrate solutions

## Evaluation

Test, measure, and iterate

Our training methodology combines cutting-edge adult learning principles with practical business application. We utilize a blended approach that maximizes engagement, retention, and real-world application of new skills and concepts.

### Experiential Learning

Participants learn by doing through simulations, role-plays, and hands-on activities that mirror actual workplace challenges and scenarios.

### Collaborative Discovery

We foster peer learning and knowledge sharing through structured group discussions, case study analysis, and collaborative problem-solving exercises.

### Reflective Practice

Structured reflection activities help participants internalize learning, connect concepts to their work context, and develop actionable implementation plans.

### Continuous Reinforcement

Post-training support includes coaching, resource materials, and follow-up sessions to ensure sustained behavior change and skill application.

# Management Development Pathway

Our three-tier management development program creates a clear progression path, ensuring leaders at every level have the skills they need to excel and advance.



## Junior Management

**Personality Development:** Corporate communication basics, email writing, verbal & non-verbal communication, basic etiquette & grooming, time management fundamentals, emotional intelligence foundation, confidence building, workplace discipline, positive attitude development, team collaboration behaviour.

**Management Skills:** Introduction to management concepts, understanding roles & responsibilities, daily work planning, task allocation & tracking, basic problem solving, report writing & MIS basics, accountability & ownership, supporting senior managers, basic leadership behaviours, meeting discipline & follow-ups.

**Sales Skills:** Sales process fundamentals, lead generation & cold calling, customer need understanding, product knowledge basics, handling simple objections, basic negotiation, sales pitch presentation, customer interaction etiquette, follow-up skills, basic closing techniques.



## Middle Management

**Personality Development:** Advanced communication & influence, handling difficult conversations, conflict management, professional etiquette at managerial level, emotional intelligence at manager level, stress management & resilience, people motivation skills, workplace behaviour refinement, assertiveness training, team relationship building.

**Management Skills:** People management & delegation, performance management & feedback, KPI & goal-setting, project management basics, cross-functional coordination, business planning & execution, decision-making frameworks, problem-solving tools (5-Why, Fishbone), change management fundamentals, coaching low performers.

**Sales Skills:** Consultative selling, value-based selling, territory management, key account management, advanced objection handling, intermediate negotiation techniques, sales forecasting, CRM utilisation, building customer relationships, opportunity management.



## Top Management

**Personality Development:** Executive presence, leadership branding, high-impact communication, media and public speaking, senior-level negotiation communication, emotional intelligence at executive level, strategic networking, leadership behaviour modelling, decision presence & gravitas, mindset for transformation.

**Management Skills:** Strategic thinking & planning, business model innovation, P&L management, budgeting & financial leadership, organisational transformation, culture building & change leadership, succession planning, governance & compliance, enterprise risk management, crisis leadership.

**Sales Skills:** Strategic sales leadership, enterprise deal management, high-value negotiation, sales strategy formulation, channel & distributor strategy, customer partnership development, revenue planning, executive-level relationship management, complex sales pipeline oversight, global sales strategy.



# Lean Manufacturing Excellence

## Core Lean Principles

- Introduction to Lean Principles
- Seven Wastes (Muda)
- Value Stream Mapping (Current & Future State)
- Flow, Pull, and Just-in-Time (JIT)
- Kanban Systems
- Standard Work
- Line Balancing
- SMED (Single Minute Exchange of Dies)

## Advanced Implementation

- Poka-Yoke (Error Proofing)
- Lean Metrics & KPIs
- Lean Layout & Cell Design
- Continuous Improvement (Kaizen)
- Lean Problem Solving (A3 Thinking)
- Gemba Walks
- Waste Reduction Projects

# Operational Excellence Programs



## Kaizen

Kaizen philosophy & principles, identification of improvement opportunities, Kaizen event structure, Kaizen Blitz execution, root cause analysis (RCA), 5 Why technique, PDCA cycle (Plan-Do-Check-Act), small improvements vs breakthrough improvements, idea generation techniques, visual Kaizen boards, monitoring & sustaining improvements, Kaizen implementation case studies.



## 5S Workplace Management

Introduction to 5S & workplace discipline. The five pillars: Sort (Seiri) – removing unwanted items, Set in Order (Seiton) – workplace organisation, Shine (Seiso) – cleaning standards, Standardise (Seiketsu) – creating standards, Sustain (Shitsuke) – culture reinforcement. Red tag techniques, workplace visual management, 5S auditing & checklists, creating 5S zones & ownership, 5S implementation roadmap.



## Shopfloor Management

Shopfloor roles & responsibilities, daily work management (DWM), visual management tools, production planning & scheduling, work instructions & SOPs, shift handover standards, hourly monitoring & control, quality control at source, safety & compliance on shopfloor, material movement & handling, workstation optimisation, problem escalation system, skill matrix & operator training, shopfloor KPI dashboards.

# TPM & TQM Frameworks

## Total Productive Maintenance (TPM)

Comprehensive approach to equipment maintenance and reliability:

- TPM Pillars Overview
- Autonomous Maintenance
- Planned Maintenance
- Focused Improvement
- Early Equipment Management
- Education & Training
- Quality Maintenance
- Office TPM
- Safety, Health & Environment
- OEE (Overall Equipment Effectiveness)
- Downtime Analysis
- Maintenance Planning Tools
- Lubrication & Inspection Standards
- TPM Activity Boards
- Equipment Restoration Projects

## Total Quality Management (TQM)

Building a culture of quality excellence:

- TQM Philosophy & Elements
- Customer Focus & Voice of Customer (VOC)
- Quality Planning & QC Tools
- Process Mapping & Analysis
- Statistical Process Control (SPC)
- Control Charts
- Quality Assurance vs Quality Control
- Zero Defect Principles
- ISO Standards Alignment
- PDCA Cycle for Quality
- Six Sigma Basics
- Quality Improvement Teams
- Supplier Quality Management
- Quality Audits
- Benchmarking Practices

# Advanced Manufacturing Programme

1

## Six Sigma (DMAIC)

Data-driven methodology for process improvement and variation reduction

2

## Advanced Problem Solving (8D)

Structured approach to identifying, correcting, and eliminating recurring problems

3

## Root Cause Analysis & Fishbone

Systematic investigation techniques to identify underlying causes of issues

4

## Industrial Safety Standards

Comprehensive safety protocols and compliance requirements for manufacturing environments

5

## Production Efficiency Improvement

Techniques to maximize output while minimizing waste and downtime

6

## Inventory Management & JIT

Just-in-time principles for optimal inventory levels and reduced carrying costs

## Value Engineering & Cost Reduction

Systematic methods to improve value by examining function and cost relationships

## Digital Manufacturing / Industry 4.0

Integration of digital technologies, IoT, and smart manufacturing systems

## Process Capability (Cp, Cpk)

Statistical measures to assess process performance and capability

## Material Flow Optimization

Streamlining material movement to reduce handling time and costs

# Strategic Business Transformation



## Turnaround Management

Identifying symptoms of business sickness, turnaround framework & stages, diagnostic analysis (financial, operational, market), cost structure analysis & cost reduction strategies, cashflow stabilisation techniques, working capital restructuring, debt restructuring & lender negotiations, business model redesign, product rationalisation, efficiency improvement & process streamlining, talent restructuring & leadership alignment, crisis communication & stakeholder management, quick-win action plan development, turnaround roadmap & monitoring dashboards.



## Business Growth & Scaling

Types of business growth (organic vs inorganic), market expansion strategies, product diversification frameworks, business model scaling, capability building & resources alignment, designing growth engines (sales, marketing, ops), pricing strategies for growth, innovation & new product development, customer segmentation for growth, territory expansion planning, digital transformation for scale, talent & leadership pipeline for growth, growth metrics & scaling KPIs, long-term sustainability planning.



## Strategic Alliances

Understanding types of strategic alliances, identifying potential alliance partners, due diligence for alliances, competitive landscape analysis, synergy evaluation & alliance-fit analysis, collaboration models (JV, MoU, equity, vendor tie-up), alliance negotiation strategies, structuring win-win partnership agreements, integration planning for alliances, alliance governance & monitoring system, partnership risk management, measuring alliance performance & ROI.

# Market Leadership & Corporate Strategy

## Market Share Improvement Programme

Comprehensive approach to gaining competitive advantage:

- Competitor analysis & benchmarking
- Customer behaviour analysis
- Market segmentation & positioning
- Differentiation strategy
- Brand strengthening techniques
- Pricing & value strategy for competitiveness
- Improving distribution channels
- Territory penetration strategies
- Enhancing sales efficiency
- Product mix optimisation
- Promotional strategy for market share
- Salesforce capability enhancement
- Customer retention & loyalty programs
- Market share KPI tracking dashboards

## Corporate Strategy & Business Transformation

Building and executing winning strategies:

- How to build corporate strategy
- Business environment analysis (PEST, SWOT)
- Strategy formulation techniques
- Balanced Scorecard Strategy Mapping
- Strategic project prioritisation
- Organisation restructuring for strategy execution
- Performance management for strategy alignment
- Leadership role in transformation
- Communication plan for transformation
- Change management principles
- Strategic risk management
- Monitoring and revising strategy

# Retail Business Excellence

Comprehensive retail training covering operations, customer experience, and business performance across all retail formats.



## Retail Operations Management

Introduction to retail formats (hypermarket, supermarket, specialty, fashion), retail store operations structure, standard operating procedures (SOPs) for retail, daily floor operations, store opening & closing procedures, cashiering & billing procedures, queue management, store hygiene & housekeeping standards, store layout & traffic flow management, retail compliance & regulatory norms, customer flow management, mystery shopping standards, store audit checklist.



## Retail Sales & Customer Service

Retail selling skills, understanding customer buying behaviour, product demonstration & upselling techniques, cross-selling in retail, handling customer objections, customer service excellence, greeting, approaching & engaging customers, conversion rate improvement techniques, add-on product strategies, handling difficult customers, complaint resolution process, building customer relationships, customer delight techniques.



## Visual Merchandising (VM)

Basics of visual merchandising, storefront & window display design, planogram understanding, shelf display techniques, product placement & positioning, signage and point-of-sale materials, in-store display themes, retail lighting concepts, aesthetic & seasonal displays, VM audits & checklists, brand consistency in displays.



## Inventory & Stock Management

Fundamentals of retail inventory, stock replenishment techniques, inventory accuracy standards, stock rotation (FIFO, FEFO), shrinkage management, SKU management, barcoding & scanning standards, purchase order & GRN process, slow-moving & dead stock management, warehouse-to-store coordination, stocktaking & cycle counting, demand forecasting basics.



## Loss Prevention & Security

Introduction to loss prevention (LP), types of retail losses (internal, external), anti-theft techniques, CCTV usage & surveillance standards, employee theft prevention, shrinkage reduction strategies, cash handling controls, safety & emergency procedures, fire safety training, incident reporting process.



## Retail Analytics & KPIs

Key retail metrics (footfall, ATV, UPT, conversion rate), category performance analysis, sales forecasting, stock turnover analysis, customer basket analysis, profitability & margin analysis, price strategy basics, retail dashboard interpretation.

# Advanced Retail Management

## Retail Marketing & Promotions

In-store promotions, seasonal campaign planning, loyalty programmes, customer segmentation for retail, brand activation in stores, retail advertising basics, digital integration with retail, consumer insights for retail.

## Retail Technology (POS & Digital Systems)

Overview of POS systems, billing & cash register operations, CRM systems, digital catalogs, online-to-offline (O2O) models, mobile apps & digital tools in retail, e-commerce alignment with retail stores.

## Retail HR & Staff Management

Retail staff roles & responsibilities, staff scheduling & rostering, performance management for retail, training & onboarding, grooming & professional behaviour, incentive & reward programmes, team motivation techniques.

## Retail Leadership & Store Management

Store manager roles & responsibilities, decision making for retail managers, daily store performance monitoring, people development in retail, crisis & conflict management, business planning for stores, vendor & supplier management, multi-store management, retail P&L understanding, managing competition & market changes.

## Category Management

Category role & strategy, assortment planning, vendor management, pricing strategy, shelf space optimisation, lifecycle management of products.

## Customer Experience (CX) in Retail

CX framework for retail, creating WOW customer experiences, service recovery techniques, customer journey mapping, building customer loyalty.

**Financial Strategy for Turnaround & Growth:** Financial statement analysis for decision-making, identifying value creators and destroyers, capital allocation strategy, restructuring loss-making units, improving margins & profitability, pricing strategy using financial analytics, cost of capital & funding decisions, budgeting & forecasting models, EBITDA and cashflow improvement techniques.

**Sales & Business Development for Market Expansion:** High-performance sales strategy, key account growth plans, territory expansion blueprints, lead generation engines, sales forecasting for expansion, strategic customer acquisition, partnership-based sales model.

# Ready to Elevate Your Human Capital?

*Let's Connect*

Discover how our HR solutions can transform your organization and drive measurable business results.

## Contact Information

Email: [info@abiaconsultancy.com](mailto:info@abiaconsultancy.com)

Phone: 0502279694

Website: [www.abiaconsultancy.com](http://www.abiaconsultancy.com)

Together, We Build the Future of Your Workforce

