



ACCESS ONE-TO-ONE ADVISORY

BUILD YOUR BUSINESS CAPABILITIES

An initiative by:



In partnership with:







BRANDING AND MARKETING

WHAT IS BRANDING AND MARKETING?

Branding is about creating a unique and memorable identity for your product or service, while marketing is the process of promoting and selling your product or service to customers.

HOW CAN I BENEFIT FROM BRANDING AND MARKETING?

Develop your competencies through complimentary business diagnostics and in-shop training conducted by business advisors from Heartland Enterprise Centre Singapore (HECS). You would be able to:

-  • Strengthen brand and product/service recognition
-  • Identify and set up digital presence on appropriate marketing platforms
-  • Develop digital assets for online and/or offline marketing and promotion
-  • Develop a content plan and calendar for social media marketing

WHAT SUPPORT CAN I GET?

- 1 LEARN DIGITAL MARKETING FUNDAMENTALS**
 - Define your target audience.
 - Establish your value proposition and Unique Selling Point (USP).
 - Create your own brand assets.
- 2 CREATE DIGITAL MARKETING PRESENCE**
 - Develop a customer journey map.
 - Identify your marketing goals.
 - Identify appropriate digital marketing platforms and set up accounts.
- 3 DEVELOP CUSTOMER ENGAGEMENT PLAN**
 - Develop social media content, such as product photos and copywriting content.
 - Manage social media content with content plan and calendar.
 - Extend your reach through social media advertising.

FINANCIAL MANAGEMENT

WHAT IS FINANCIAL MANAGEMENT?

Financial management is planning, monitoring and controlling the use of the company's financial resources to achieve the company's goals.

Good financial management enables companies to monitor their performance and therefore make better decisions for sustainable business growth.

HOW CAN I BENEFIT FROM FINANCIAL MANAGEMENT?

Develop a strong understanding of financial management through in-shop training conducted by business advisors from Heartland Enterprise Centre Singapore (HECS). You would be able to:

-  • Improve operational efficiency
-  • Track financial performance

WHAT SUPPORT CAN I GET?

- 1 UNDERSTAND**
 - Determine your current understanding of financial management.
- 2 LEARN**
 - Learn the basics of financial statements.
 - Understand key steps of recording financial activities, including organising them into the correct categories.
 - Assess the financial health of your company through the use of performance indicators.
- 3 IMPLEMENT**
 - Use customised templates to keep track of financial information and assess your company's performance.
 - Identify business opportunities and challenges.

Ready to take the first step? Find out more:



Scan the QR code to connect with Heartland Enterprise Centre Singapore.

Call 6741 3429

Operating hours: Mon – Fri, 9am – 6pm