

TM

MASTER CLASS

Training & Consulting LLP

Next Level of Success. Simplified.™

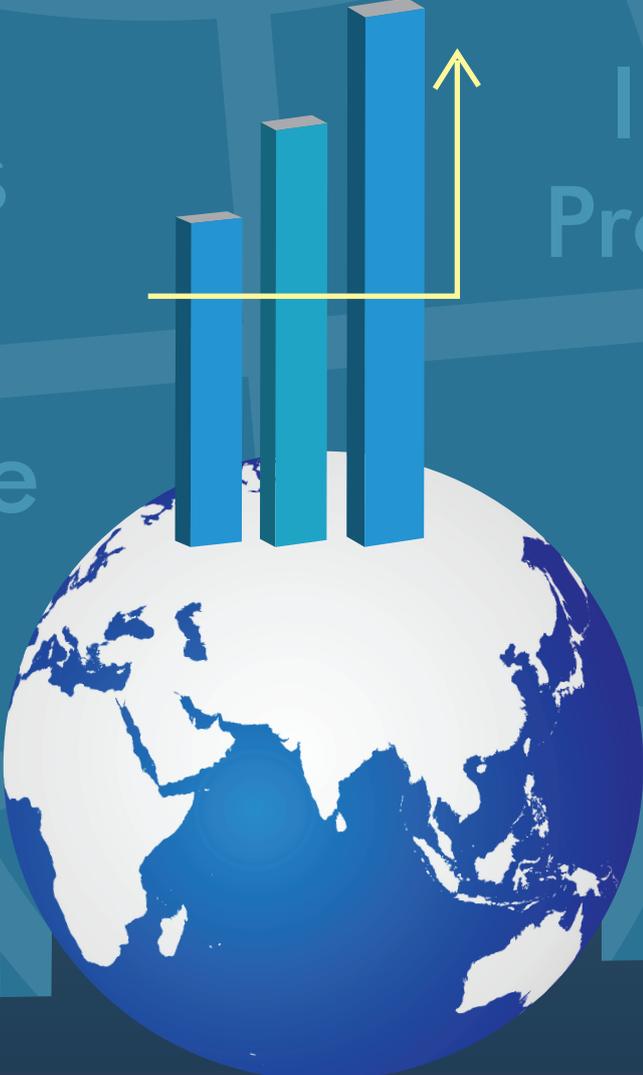
Corporate Brochure

TAKE YOUR COMPANY TO THE NEXT LEVEL

Improve
Your Sales

Improve
Profitability

Achieve
Goals



Improve your **sales & profitability**, **achieve goals**
and take your company to the next level

Core Purpose & Mission:

Core purpose & mission of MasterClass™ is to contribute, in our own way, to the economic development of our country by helping Indian organizations and individuals reach the next level of success, by providing **Simplified** training programs, tools, & consulting services, through various mediums across the country, through **professionals with practical industry experience**.

What we Offer:

MasterClass™ offers **Seminars**, **Workshops** & **Consulting services** such as



StrategySimplified™

RetailingSimplified™



Marketing & Digital Marketing Simplified™

Soft Skills Simplified™



Why Use MasterClass™ Services: Unique Customer Value Proposition

The unique customer value proposition of MasterClass™ is to provide **Simplified** training programs, tools, & consulting services, through various mediums across the country, through **professionals with practical Indian industry** experience rather than just academic knowledge.

Our training programs and consulting services have two unique differentiations:

- 1 All our training programs & consulting services are **Simplified**. The outputs that you will have will be 4 page simplified solutions with execution plan, unlike most consulting organizations that bombard you with 50 to 100 slides presentations or 50 to 100 page reports loaded with heavy management jargons, their internally coined jargons, complex charts, graphs, matrixes.
- 2 All our training programs & consulting services are delivered by **professionals with practical Indian industry experience** rather than just academic or consulting knowledge.

Our Target Audience:

- Corporate Sector •Small & Medium Enterprises •Start-ups
- Trade & Industry Association •NGOs •Governments & their Organizations
- Businesses & Associations run by Women. •Individuals who want to reach the Next Level.

Our clients range from various sectors and industries. They are from manufacturing, services, IT hardware & software, eCommerce, retailing, consumer goods, pharmaceutical, chemicals, plastics, textile, garments, fashion & lifestyle, real estate, jewellery, sports & fitness, hospitality, stainless steel kitchenware, electric switches & accessories, financial services and education sectors.

StrategySimplified™ MASTER CLASS™ WITH AMBRISH CHHEDA

Next Level of Success. Simplified.™

8 Sessions Workshop On “How to Make & Execute Your Company’s Strategic Plan & Take Your Company To The Next Level”

COMPONENTS OF THE STRATEGIC PLAN & EXECUTION PLAN USING STRATEGYSIMPLIFIED™ MASTERCLASS™ METHODOLOGY, DELEGATES WILL LEARN TO DEVELOP THE FOLLOWING:

- Why We Exist-The Purpose-The Mission.
- Guiding Principles- The Founders’ Beliefs & Values.
- What Can We Be In Future-The Vision.
- DNA to be built for achieving the Mission, Values & Vision.
- SWOT Analysis.
- Who Do We Serve-The Target Market.
- What Customer Pain Points Can We Address Best Compared to Others -The Need.
- How Do We Ease the Customer Pain-The Solution and The Value Proposition.
- Long Term Strategic Goals (3 to 5 Years).
- Critical Success Factor (CSF) & Key Success Factors (KSF).
- The Building Blocks.
- Laser Sharp Focus Objectives for 1 year with Key Performance Indicators/Measures.
- Execution Plan for Each Focus Objective with Milestones Calendar.

MASTERCLASS™ METHODOLOGY:

Delegates will learn to develop each component of their own Company’s, Department’s or Function’s strategic plan using our Simplified methodology & then learn to develop an Execution Plan with key performance indicators (KPIs) & milestone calendar.

At the end of the workshop delegates will get many easy to use Worksheets specially designed by MasterClass™, to help develop their own Company’s, Department’s or Function’s Simplified Strategic Plan & Execution Plan, which they have learnt how to fill up.

Delegates can then use these inputs from the Worksheets to prepare just a 4-PAGE SIMPLIFIED STRATEGIC PLAN & THE EXECUTION PLAN.

At the end of the workshop, delegates may e-mail the worksheets developed by them to MasterClass™. MasterClass™ will guide them to further fine tune the strategic plan & execution plans developed by the delegates, over telecon for next 15 days.

WHO SHOULD ATTEND

This workshop is ideal for senior & middle level employees from Corporate, Government & Non-Profit Sector, Small & Medium Enterprises, Start Up Organizations, Women Entrepreneurs, Members of Trade & Industry Associations & Individuals looking to enhance their strategic thinking & strategic execution skills.

OBJECTIVE & OUTPUT AT THE END OF THE WORKSHOP

This workshop is designed for senior & middle level decision-makers in all functions, from manufacturing and service sector organizations, to help develop holistic yet simplified strategic thinking and strategic execution relevant not only to the organization but to its functional, departmental and individual stakeholders.

Delegates will learn how to develop their Company’s, Department’s or Function’s 4-PAGE SIMPLIFIED STRATEGIC PLAN & THE EXECUTION PLAN, which they can start using or sharing with their organization for acceptance, alignment & execution/implementation as per the milestones calendar.

This 4-PAGE plan is all they will need in the next 5 years, to conduct their regular strategic review & execution review meetings.

KEY BENEFIT

With a 4-Page SIMPLIFIED STRATEGIC PLAN & EXECUTION PLAN, delegates can lead their companies, their departments or their functions with all their resources, time & efforts focused on a clearly defined direction with laser sharp focus on company’s objectives, so that they can realize the vision and reap the benefits of the immense opportunities provided by the burgeoning Indian Economy.

WORKSHOP LEADER:

Mr Amrish Chheda

B.Com (Hons), PGDBM (Syd), LL.B. and A.C.S.



He has spent the past 25 years transforming businesses in Retailing, FMCG, Telecom, Manufacturing & Consulting Industries. He has taught short courses on Strategy, Marketing & Retailing at the Cornell University, We School (Welingkar Institute of Management Development & Research, Mumbai), Goa Institute of Management. He was also guest faculty with a few management schools associated with Mumbai University. He has vast hands-on experience in the areas of Strategic Planning & Execution and is currently advisor in these areas to reputed Companies. He was **Vice President of Aditya Birla Retail Limited** and a core team member for **Future Group’s Pantaloon Retail India Limited** where he was responsible for strategizing & setting up new business divisions. As a thought leader, he has been interviewed many times by the national press, including Economic Times, Business Standard, Financial Express, Times of India, The Hindu, Deccan Herald, and Indian Express. He is often invited by several Industry Organizations like CII, FICCI & Maharashtra Chambers of Commerce & Industry to speak at their seminars.

IN-HOUSE CUSTOMIZED WORKSHOP This Workshop is also customized as an In-House Workshop for a Corporate Company, Trade & Industry Association, NGO, Government Organization & Women’s Business Association, anywhere in India.

StrategySimplified™ **MASTER CLASS**™

WITH AMBRISH CHHEDA

Next Level of Success. Simplified.™

Annual Consulting Package

MasterClass™ StrategySimplified™ is a methodology that helps you increase your sales turnover & profitability and helps you build a robust organization.

Using this methodology, your core team will first Develop Your company's 4-Page Simplified Strategic Plan & Execution Plan Using MasterClass™ StrategySimplified™ Methodology in an In-house workshop customized for your company.

After this, we will begin mentoring by way of conducting Strategic Execution Review Meetings with you & your core team every 15 days, for one full year. These meetings will generate the **momentum, rhythm, teamwork & strategic alignment** required to help you stay on course on the strategic execution.

As a result, our clients lead their companies with all their resources, time & efforts focused on a clearly defined direction with laser sharp focus on company's goals & objectives, so that they can realize the vision and reap the benefits of the immense opportunities provided by the burgeoning Indian Economy.

Transformational Experiences Shared By Our Clients

- *"MasterClass™ has helped us to clarify our mission, values, vision, and has helped giving us a direction for our future growth. I am very excited now that we have a 4-Page Strategy & Execution plan, all our worries have been removed. We are lucky to have a person like Mr. Ambrish Chheda amongst us. We are planning to have all our senior employees attend this course, starting with their next workshop"* - **Mr. Uday Shah, Chairman, Hem Corporation Private Ltd** (www.hemincense.com)
- *"If there was a rating for a Business Strategy course, I can say that this is way beyond the rating scale that we have at Crisil. It is definitely over AAA+ "- Anurag Shah- Manager-Ratings-Crisil Limited* (www.Crisil.com)
- *"Brilliant! I have been attending strategy & management programs for 21 years. Thought I knew everything on Management, until I attended the program. I realized that there was a lot more. MasterClass™ has really broken down complex subject like corporate strategy in to simple steps".- Ajoy Mundkur, President- Antler Limited & Ex- National Sales & Marketing Manager- ICI Paints Ltd*
- *"MasterClass™ has helped us take our journey from 'Good to Great', from the 'Ordinary' to the 'Extraordinary'. MasterClass™ has truly developed simplified strategy tools to take one's business further. Mr. Ambrish Chheda has definitely arrived in the space of a 'Thought Leader' on Simplified Strategy & Execution" - Mr. Sandiip Modi, Serial Entrepreneur with multiple businesses including, Brand-Mall, Amara Fashions, BrandzStorm* (www.brandzstorm.com)
- *"The core of promise of simplified strategy is delivered to the fullest, in a simple and effective manner. And the result of this is the actions which I take now in my organization. MasterClass™ is the 'ONLY' institute for Corporates and SME organizations to achieve growth and the NEXT LEVEL" - Mr. Hiren Gogri, Director, Team One Technologies Private Limited* (www.teamoneindia.com)
- *"MasterClass™ has given me absolute clarity, laser sharp focus, a burning desire and a simplified methodology to take our business to the Real Next Level" - Mr. Niteen Shah, Managing Director of Total Sporting and Fitness Solutions Private Limited* (www.totalsportsindia.in)
- *"Just 8 Sessions of MasterClass™ have given us a business plan for next 8 years! We now have a GPRS system connected to a satellite called 'MasterClass', guiding us; we can easily cruise at a speed of 100 km/hour without asking for direction, on the right path! I am grateful to MasterClass™ or bringing this change in us" - Mr. Samir Shah, Managing Director of Prabhat Group of Builders* (www.prabhatdevelopers.com)

You can now engage with MasterClass™ through: Website : www.themasterclass.in



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MasterClass™ Training & Consulting LLP



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