



MasterClass™ Training & Consulting LLP

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Hundreds of Businesses Have Found A REVOLUTIONARY MasterClass™ Methodology to Produce Transformational Results

With the second bout of economic crisis looming across the atmosphere globally, the foundations of all financial, business and industrial institutions are wobbling. They are susceptible to the consequences reflecting the earlier meltdown. Only, if one could hope for something better to come our way that could elevate us from the rising tides of economic crisis.

Moments of such crises educate us to redefine and assess our business strategies to achieve our goals. Sometimes, they will also help us in identifying newer goals, creating new targets and so on and so forth. Homing onto this idea, it is imperative that management gurus give us better insights into substance that would make or break our approach during any situation irrespective of the financial downturns.

Strategy and Marketing Guru Ambrish Chheda feels that, ***“there is a dire need of simplified and redefined business strategy & execution plan to which everyone in the company can easily align to. A 50-100 page document for business strategy & execution plan would leave anyone confused”***. It is increasingly felt across sectors in the industries worldwide that strategy is not something that only the top bosses or senior management would keep to them to improve bottom-line.

The manifestation of any idea or strategy is not done within the closed walls of a boardroom; it is executed by the workforce of the organisation. And hence, dissemination of this knowledge in a **simplified manner** becomes critical and so is its understanding by each and every employee of the organisation.

“Designing and deciphering the business strategy & converting it in to a strategic execution plan for a business in a simplified manner is where MasterClass comes in” says Mr. Ambrish Chheda, CMD of MasterClass Training and Consulting LLP. Mr. Chheda has extensive experience in the area of strategy, marketing & retailing with majors such as Aditya Birla Retail Ltd and Future Group. He is also the architect of the workshop course on “StrategySimplified™ MasterClass™ - How to Make & Execute Your Company’s Strategic Plan” and “RetailingSimplified™ MasterClass™” and “Marketing & Digital Marketing Simplified™ MasterClass” Workshop Courses.

As a thought leader, he has been interviewed numerous times by various national dailies. He is often invited by several industry organisations like CII, FICCI & Maharashtra Chambers of Commerce & Industry to speak at their seminars.

About MasterClass™ Training & Consulting LLP

MasterClass™ is a Strategic Execution Consulting firm that has helped **over 1,000 companies** and individuals from Mumbai, Chennai and Hyderabad, in developing their Strategy, Planning and Execution Process to help grow these companies to the Next Level of Success in a Simplified manner with its revolutionary methodology. When these companies go to the Next Level, it contributes to Nation Building.

In Sept 2012, MasterClass™ was invited by a German BioScience based Pharmaceutical company, BSV BIOSCIENCE GmbH, to help their core team develop its Strategic plan and Execution plan at Germany. They then shared a very inspirational testimonial. Within 7 months, the CEO was able to turn around its financial performance from losses in the past few years to profitability.

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

For learning 'How To Take Your Company to the Next Level', and to read **Hundreds of Transformational Experiences Shared by Clients**, take a few moments to visit us at www.themasterclass.in

Core Purpose & Mission: 'Nation Building'

*"Core Purpose & Mission of MasterClass™ is 'Nation Building'; by contributing, 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 Strategic Execution Consulting Services, Training programs and Tools**, through various mediums across the country, through **professionals with practical industry experience.**"*

To read a '**Synopsis of 10 Case Studies Shows How MasterClass™ is Contributing to Nation Building**', you may go to <http://www.themasterclass.in/pdf/10CaseStudiesShow.pdf>. **These Companies are growing @ 50% to 400% using the revolutionary "MasterClass™ Next Level Simplified Strategic Execution Process".**

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