

These days we are so overloaded with information that it's easy to lose sight of the basics of running a business, and you very quickly become overwhelmed and suffer from information overload! Just take a look at some of the ebooks, products, courses etc. you have stored on your PC - I bet they all relate to marketing your business, getting more clients, increasing your income etc. but I bet NONE of them tell you how to manage your business!

Building a successful long-term profitable business isn't about "marketing" your business, it's about "managing" your business - the marketing comes once you have your management systems in place.

You cannot begin to market your business if you can't find the information you need, don't know who you are marketing to, and don't know where you are in your business.

So, let's go back to basics and take a look at the 3 key office systems you need to "manage" your business

## Three key office systems you need to manage your business

before you can start to "market" your business.

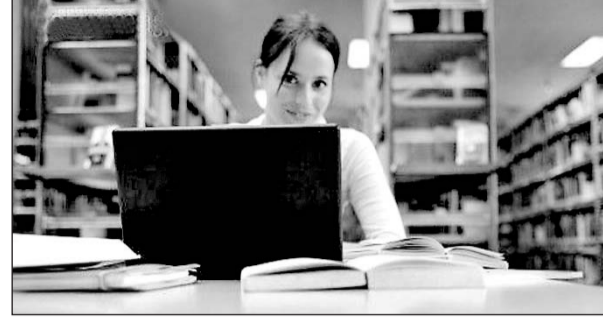
### Filing Management System

Creating and maintaining a filing system is the very foundation that your business is built on, so this is the very first system you need to put in place - an efficient and effective filing system.

With a proper filing system in place you will very quickly and easily be able to find the information you need, when you need it.

### Contact Management System

After you've got your filing system all straightened out, you then need to set about organizing your contacts. This is another crucial area of managing your business. If set up correctly your contact management



system allows you to:

- 1) Keep a note of clients, potential clients, and colleagues contact information.

- 2) Easily and effectively follow-up with a prospect.
- 3) Locate critical client contact information quickly and easily.
- 4) Build your business.

### Financial Management System

This is the final key office management system you need to put in place for managing your business. Once you know where you are in your business financially, you will be able to much more effectively market your business.

Having up-to-date, critical, financial information available at your fingertips allows you to efficiently manage cashflow and be able to know straightaway if you can take advantage of opportunities that come your way.

So remember, go back to basics and first "manage" your business before you "market" your business.

# Achieve more with a fast track career

Phoenix Industries Ltd. is the largest plastics manufacturing company in Sri Lanka, specialising in injection and blow moulding technologies in the polymer industry. With over 35 years of operational experience and a firm dedication to providing superior quality through innovative design, Phoenix

has become the leading brand name for plastics in Sri Lanka. As an ISO 9001:2008 certified plastic manufacturer, our renowned products have set the benchmark for convenience, comfort, and safety with contemporary style, which has led Phoenix to become one of Sri Lanka's most trusted brand names.

We are now on the lookout for individuals who are exceptionally well-equipped to handle challenges with dedication and be a part of an organisation that rewards achievement and promotes excellence.

## Head Of Quality Assurance

### Duties and Responsibilities

- Ensure delivery against QA department goals and objectives, i.e. meeting commitments and co-ordinating overall quality assurance schedules
- Provide necessary definitions, development and deployment of product quality assurance strategies, addressing all phases of product development
- Directly supervise the quality assurance team, including preparation and delivery of staff performance evaluations and career development activities
- Establish and maintain policies for documentation of all products and review documentation before it is sent out to external customers
- Implement ongoing quality improvement processes by working with interdepartmental teams
- Maintain product consistency throughout the product cycle, including the design, define and build phases, through quality check points and testing
- Develop and manage quality assurance metrics for performance improvement of all QA teams
- Anticipate product problems and takes corrective action
- Manage the planning and execution of products and new formula testing efforts, including all associated resources to meet committed delivery dates

### Selection Criteria

- A demonstrated ability to drive change and continuous improvement
- Experience in working closely with customers
- A minimum of five years experience in a Quality Management position within the plastic manufacturing industry is ideal
- Tertiary qualifications in Engineering, Food Technology or Science
- Excellent verbal and written communication skills
- Excellent computer skills, particularly with MS Office products
- Hands on experience in process improvement methodologies such as Lean Manufacturing, Six Sigma and TQM is desirable

## Export Development Manager

### Duties and Responsibilities

- Develop export market entry strategies to start business with countries with greater potential
- Evaluate and select specific foreign markets to enter, adapt and execute its products and marketing programme
- Organise and manage the company's overall international activities, to be updated on foreign regulations, commercial laws, business cultures, currency values and political atmospheres etc.
- Lead business development efforts in established markets as well as emerging markets
- Identify, design and execute growth marketing strategies
- Identify opportunities for acquiring market share by improving revenues and margins
- Co-ordinate with functional managers to ensure seamless interdepartmental planning and execution of global customer oriented strategies, and communicate customer feedback and needs to all related parties

### Selection Criteria

- Fully qualified in CIM / SLIM
- A minimum 2 years hands on experience in international marketing, preferably in the FMCG sector
- Marketing skills and experience in market analysis, product development, pricing and cross border distribution
- Demonstrated selling and negotiation skills in uniquely challenging or demanding assignments and knowledge of dealing effectively with foreign nationals
- Expertise in building and retaining talent through displaying cross cultural sensitivity which actively promotes diversity
- A proven track record of target achievement, organisational commitment and an ability to pursue goals with energy and persistence
- An ability to set and communicate strategy and direction
- Familiarity with core financial concepts, product knowledge and internal control issues
- Personal maturity and integrity, along with mental toughness and the ability to work without supervision

## Assistant Manager Procurement

### Duties and Responsibilities

- Prepare raw material order schedules based on the production plan
- Attend to Bank documentation pertaining to import of raw materials / accessories and exports of finished goods
- Evaluate purchases of packing materials and machine parts and ensure the best option for purchases
- Co-ordinate with shipping lines and clearing agents and ensure a smooth inflow of raw materials and accessories
- Prepare management reports with regard to procurement of raw materials and accessories

### Selection Criteria

- Possess at least 5 years experience at the Executive level
- A Degree from a recognised University in Business Management or a related field and fluency in English
- Knowledge of import-export documentation and procedures
- Strong communication, negotiation and leadership skills
- Experience in statistical analysis and evaluation of suppliers for ISO audits
- Computer literate and able to effectively use MS Office 2010
- Able to independently deal with suppliers, Banks, Sri Lanka customs & clearing agents
- Excellent interpersonal skills to co-ordinate with other departments to achieve overall company objectives

**An attractive remuneration package commensurate with qualifications and experience will be offered to the right candidate.**

Please direct your CV, with the details of 02 non related referees within 07 days of this advertisement to:

careers@phoenix.lk or mail to:  
The Head of Human Resources  
Phoenix Industries Ltd.  
35 Ragama Road,  
Welisara.



## How to get the most out of your Database

Imagine how much simpler your life would be if you had all your business contacts together in one place. One click of your mouse would reveal how effective your latest marketing campaign has been. Know at a glance which of your products/services is the most profitable.

Your custom-designed database will put this information right at your fingertips. I'd like to share with you my tips for ensuring that your database gives you the business information you need, when you need it!

### What is a database?

A database is a collection of information relating to a particular topic kept together in one place, for you to access whenever you need. You can use a database to simplify your:

**MARKETING CAMPAIGN**--set up a database to plan your marketing campaign; track results of your marketing campaign; or analyse trends in your marketing campaign.

**CLIENT & CONTACT MANAGEMENT**--set up a database to keep track of your clients and contacts; analyse your business--which products/services are the most profitable; or see which clients are buying which product/service.

**FINANCIAL MANAGEMENT**--set up a database to keep track of your spending; manage your invoices to clients; or monitor overdue invoices.

**MEMBERSHIP ORGANISATIONS**--set up a database to keep track of members; send out membership renewal letters; or monitor subscriptions.

Your list for database uses will likely be much longer--just brainstorm a list of all the places where consolidated information would make your life easier!

### The secret's in the planning

You want to get the most out of your database, right? Then make sure to plan it right from the start.

Before you go running off to set up your database you need to ask yourself these important questions:

- What do you want to use your database for?
- What data do you want to keep track of?
- Who will be collecting the data?
- How much data is there to collect--50 records or 500 records?
- Who will be doing the updates?
- What reports do you want your database to generate?

You may find it easiest to map this out on a piece of paper first. Work out how your database is going to fit together. How will each category relate to the others?

### Get the maximum use out of your database

By now, you've invested a lot of time in your database plans, design, and set-up. Don't miss this important step: getting the most out of your creation.

First, you'll want to make the database as easy to use as possible. Create one-click touches to produce the information you need. Set up shortcuts so you can create the most important reports quickly. And make sure you really consider the easiest way to enter new data.

By applying this advice in your own database, yours will be easy to use AND have the maximum use value to you.

