

Key Success Factors for New Ventures

Would technology alone protect your new product and pave its way for successful launch? While technologists suggest that a patent behind new product is what you need to launch a successful new product, seasoned practitioners like Henry G. Lam thinks otherwise.....



Mr. Henry G. Lam, the former General Manager of CSL Ltd., and the ex-Sales and Marketing Director at Hutchison Telecom would like to share with you the lessons for small businesses' failures, as well as the winning tactics for successful new ventures. Specifically, Mr. Lam who has more than 18 years of experience in the telecommunication industry of Hong Kong and Vietnam is going to discuss the key factors for building up and maintaining successful new ventures in the field of 3G and 4G telecommunication products (KSF).

So, if you wish to learn more about KSF underlying new telecommunication products/services:

- * **How to analyze the strength of the opportunity?**
- * **How to analyze the strength of industry/market?**
- * **How to analyze the strength of the business model?**
- * **How to analyze the strength of the new venture management team?**

Do come and join MKT213(GEB213) – Entrepreneurship: Be Your Own Boss Guest Lecture when Mr. Lam will illustrate the KSF of new ventures with examples from real lives.

Date: 31 March 2009 (Tuesday)

Time: 3:30pm – 4:30pm

Venue: SO201, 2/F, Dorothy Wong Building

Medium: English



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