

# SME CONVENTION 2018

**Phyzics Business Consultants  
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## About Phyzics

Phyzics Business Consultants Private Limited, a leader in business consulting, new product development, supply chain and executive development programs.

## Our Partners

International Requirements Engineering Board, Germany

International Institute of Business Analysis, Canada

APICS, USA

Product Development and Management Association, USA

## SME Convention 2018

**Date: 11-May-2018**

**Time: 9:30 AM to 6:00 PM**

**Venue: Hablis Hotel, Chennai**

Dear Business Owner,

Greetings from Phyzics!

Today's business climate is filled with disruptions from emerging technologies, new business models and fast changing customer expectations. This demands organisations to be aware and adopt the recent trends evolving around it.

Phyzics is organising a one-day **SME Convention 2018** with a theme 'Building Business Capabilities for 2020 & Beyond' at Hablis Hotel, GST Road, Chennai on Friday, 11-May, 2018. This convention will enable you to master the business strategies that will fuel your overall business growth. The convention will feature 25 essential business topics distilled and delivered as best practices by the lead speaker. The topics range from business plan, SOP, blue ocean strategy, 55 business models, new product development, lead compendium, e-commerce, customer persona, digital marketing, business model canvas, TRIZ, IPR, disaster management, risk management, SEO, SMM, SEM, CRM etc. that will equip you to transform your organisation to ensure sustainability and growth. The contents of the topics are compiled by 15+ business consultants after intense research.

### Lead Speaker Profile:

*VENKADESH NARAYANAN, MBA, NPDP, CBAP®, CSCP, PMI-PBA®, CBPP®, CPRE-FL*

*Mr. Venkadesh Narayanan is the Principal Consultant at Phyzics Business Consultants Private Limited. He is a Mechanical Engineer and an MBA with over 25 years of experience in Consulting, Business Analysis, Product Development and Process Improvement. Mr. Narayanan is a former member of Indian Civil Services [IRAS 2000 Batch] and served at Indian Railways, Larsen & Toubro – ECC, Siemens (USA), Euro-Pro LLC (USA) and Latex International (USA) prior to joining Phyzics.*

To register for SME Convention 2018, please visit [www.smeconvention.com](http://www.smeconvention.com)

Regards,

Vikram Sivaraman, M.Tech, PGDM, CPRE-FL, CPM

Assistant Vice President

Phyzics Business Consultants Pvt. Ltd.

[www.fyzics.com](http://www.fyzics.com)