

## TV Program

The principles of business management are illustrated in the *Business Edge* television series which airs on CTN every Thursday from 9:30 pm. Each week's show is built around a single issue faced by many entrepreneurs. The show begins with an in-depth report about how a single company is coping with the issue. Then a panel of experts discuss it and suggest possible solutions. The show also provides business management tips and answers to questions sent in by viewers. The program ends with a profile of a successful entrepreneur and an update on business news.

### Codes

### Title of Episode

#### FINANCE

FO-01	Calculating costs and setting the price for products
FO-02	Working with sub-contractors
FO-03	Sourcing raw materials
FO-04	Inventory control
FO-05	Maintenance of equipment
FO-06	Cost of utilities
FO-07	Taxation system
FO-08	Accounting control systems for SMEs
FO-09	How to get financing from an international finance institution
FO-10	Using the Internet in your work
FO-11	Access to financing for starting or developing a business
FO-12	Starting a business - what do I need ?
FO-13	Starting a business - should I register my company ?
FO-14	Finance - need for accounting / working with a budget
FO-15	Food safety
FO-16	Transportation safety for tourists & travelers
FO-17	How to do a quotation
FO-18	Setting up regional branches
FO-19	Extending credit to customers
FO-20	Business planning
FO-21	Waste recycling
FO-22	When to initiate automated production
FO-23	Finance control systems

#### GENERAL MANAGEMENT

GM-01	Waste management
GM-02	Preparation for a workplace move
GM-03	Ideas for business: tea and coffee shops
GM-04	Competing with imports
GM-05	Business continuity
GM-06	Importance of certification

GM-07	Importance of business associations
GM-08	Successful entrepreneurs
GM-09	Public panel discussion on private sector in Cambodia (1)
GM-10	Public panel discussion on private sector in Cambodia (2)
GM-11	Government Sub-committee for SMEs
GM-12	The growing tourism sector
GM-13	Salt farmers' association
GM-14	Business location

## HUMAN RESOURCES

HR-01	Human resources training
HR-02	HR - job descriptions for staff
HR-03	Corporate culture
HR-04	Work space planning
HR-05	Importance of employee training
HR-06	Planning and controlling work
HR-07	How to dismiss staff lawfully
HR-08	Importance of human resources management training
HR-09	Labour law and SMEs
HR-10	SMEs and good governance
HR-11	Social security system: Artisans d'Angkor
HR-12	Recruiting new employees

## MARKETING

MK-01	How to promote my product?
MK-02	Protecting a brand name
MK-03	Export business
MK-04	Niche markets
MK-05	Positioning - How to set a higher price for a guesthouse
MK-06	Franchises - the concept of franchising
MK-07	Setting up a distribution network
MK-08	Packaging as a form of marketing
MK-09	Product life cycle
MK-10	Differentiated pricing
MK-11	Me Too Strategy-Me Too Product
MK-12	Caring for customers
MK-13	Participation in trade fairs
MK-14	How to name your company and product
MK-15	Product development
MK-16	Made in Cambodia
MK-17	Labeling
MK-18	Role of the middle man or woman
MK-19	Handling conflicts with customers
MK-20	SME competition - marketing and advertising
MK-21	Customer confidence - insurance sector
MK-22	SMEs - showroom design
MK-23	Setting quality standards: the examples of hotel classifications