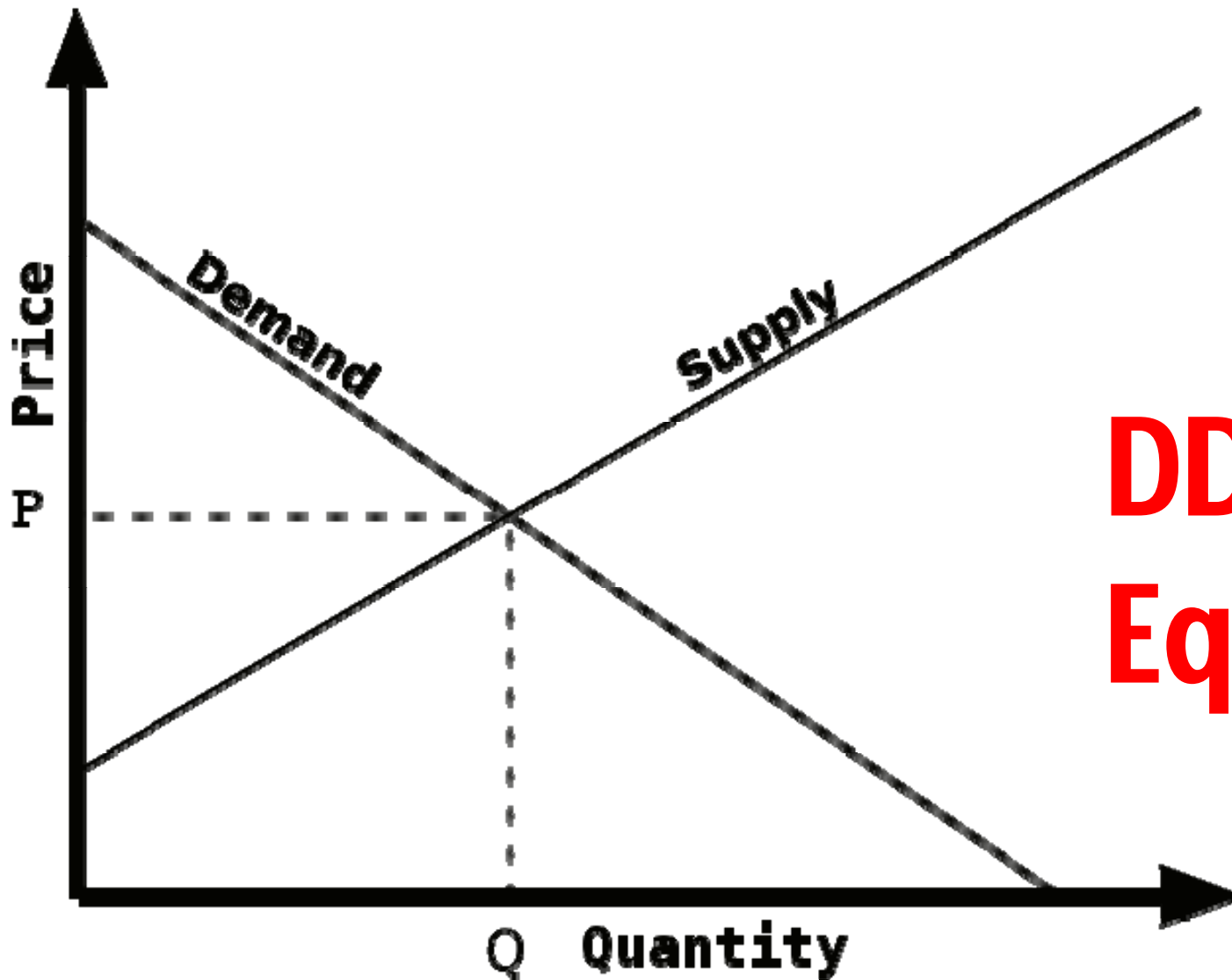




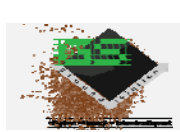
Myint Zaw

President & Founder (Professional Marketer Association)

CEO & Chief Consultant (Ground Solution Co.,Ltd.)



DD = SS
Equilibrium



Question One

Why Should I hire you???

Question Two

What in it for ME??

New Life ➔

➔ **Old Life**

Digital in Myanmar

Total Population



51.48M

Male	24,824,568
Female	26,661,667
Sex ration	93% male per 100 female

Mobile Connection



42M

MPT	20.M
Telenor	18.M
Ooredoo	6M

Active Social Media users



10.7M

2015 mid	5.2M
2016 mid	10.7M

Facebook users



9.2M

2015 mid	4.7M
2016 mid	9.2M

Popular Mobile Activities

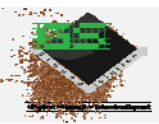
What Are People Doing on Their Mobile Devices?



Sending and Reading Text Messages

Ground Solution Business Consultancy

Sharing Through Experiences



Market

Demand

Supply

Equilibrium

<ul style="list-style-type: none">• Too Competitive Market• Affordable investment• Small margin• Speed to Market• Integrated System & App• Telecom & data platform	<ul style="list-style-type: none">• Struggling for Adjustment• High cost in Land, W&E ,Commission fees• Less differentiations• App & data are not in place• Lack of local knowledge• Slow interest on activating.	<ul style="list-style-type: none">• Know your consumer• Investment of scale• Awareness & Available• Local proven software• Disappear any time.• Know Government trend & policies
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Business Owners

Demand	Supply	Equilibrium
<p>Organized Structure & System</p> <p>More details on live time</p> <p>Crazy to go IPO</p> <p>Latest technology& App</p> <p>ICT Optimum Utilization</p>	<p>Lack of professionals</p> <p>Old & New staff conflicts</p> <p>Not physically ready (Infrastructure)</p> <p>Limited knowledge of real business</p> <p>Want to use but don't know what to.</p>	<p>Expert Knowledge</p> <p>Restructuring have pain</p> <p>Own Commitment</p> <p>Plans in Priorities</p> <p>Take to best & share</p>
<p>Import experts & recap</p> <p>International recognized</p> <p>Best Product , Brand & People</p>	<p>Financial data Transparency</p> <p>Traditional way of business concept</p> <p>Less talent resource development</p>	<p>Long term vision</p> <p>Mixture in speed</p> <p>Seeding takes time</p>

The word "Employee" is written in a bold, dark red font. In the background, there is a blurred image of a person's shoulder and arm, wearing a light-colored shirt, holding a tablet or laptop.

Employee

Demand

Supply

Equilibrium

<ul style="list-style-type: none">• High salary /High Title• Work SMART• Well known company• International recognized & CSR• Want to be recognized.	<ul style="list-style-type: none">• Limited knowledge• Work hard /play hard• Ask more facilities• Not suit with up coming technical challenges	<ul style="list-style-type: none">• Structure & JD first• System & SOP in place• Develop yourself• Everyday is learning day• Too much is not good.
	<ul style="list-style-type: none">• Company Citizenship• Surface learning & Shift jobs with few reason	<ul style="list-style-type: none">• Plan your future

Grooming Yourself

Knowledge : How to begin.....

Skills: What & Where to start ...Network,

Heart: Why & When to touch

At the end...if you can't make any **differences** then you are nothing.



Call me...

Ko/U/Maung/Saya/ Myint Zaw

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Doctorate of Business Administration

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Ground Solution Business Consultancy

Sharing Through Experiences

Thank

you

