

Development of employee potential and promotion of advancement

The company is committed to the continuous development of personnel by enhancing knowledge, skills, and competencies to improve operational efficiency and effectiveness. This includes various learning methods such as internal and external training and self-learning through E-Learning systems. Courses are updated to meet current business needs and changes.

The company manages employee potential development based on job requirements, separating operations into two main groups: executives and staff. The approaches for potential and skill development are as follows:

1. Executive Group (from department director level and above)

The company manages executive development as future leaders to support organizational growth. Executives undergo strength assessments to analyze strengths and weaknesses for further development. They must create an Individual Development Plan (IDP) identifying areas for improvement and courses needed to enhance organizational capabilities.

2. Staff Group (below the department director level or equivalent)

The company promotes the management and development of staff potential to support future business expansion. Training formats include workshops, job rotation according to career paths to develop skills and expertise from new roles, etc.

The sales staff is crucial as they interact directly with customers and drive sales for the organization. The company focuses on equipping this group with essential skills through programs such as "Mc Learning" and "5 Selling Steps" to ensure they possess the knowledge and skills necessary to achieve business goals and objectives. This aims to elevate employee capabilities to match leading companies and align with business growth and needs, enhancing competitive ability both now and in the future.

To improve operational efficiency and effectiveness, district managers overseeing branches and sales points are designated as trainers for sales staff, enhancing their knowledge and techniques. Additionally, sales staff receive training in online sales to support the growing online market, strengthening the sales channels.

The company also recognizes the importance of enhancing social media skills among sales staff, focusing on "Facebook Fan Page" and "Tiktok" to enable them to create their own media and use it as a communication channel with customers and for direct product promotion. Furthermore, the company coordinates with various training providers to offer courses and topics of interest to employees seeking additional training, ensuring they acquire the necessary knowledge and skills to meet company goals.

As of the end of June 2024, the group has supported employees in attending 17 different training programs, totaling 9,062 hours. This averages 4.2 training hours per employee (compared to the target of 4.0 hours per employee per year).

Key Training in 2024

Sales Staff Training Program

Training Program	"MC Learning"	"5 Selling Steps"
Objectives	<ul style="list-style-type: none"> To have a good attitude towards sales. Provide basic knowledge about the product. able to explain to customers Improve service and sales skills. Able to use POS software to serve customers and follow the Company's sales process. 	<ul style="list-style-type: none"> To upgrade employees to become sales consultants. Change sales behavior. It focuses on building a brand. To understand the process of generating sales from start to finish.
Contents	<ul style="list-style-type: none"> Product knowledge Service standards and sales techniques Operation procedures in the branch. 	<ul style="list-style-type: none"> 5 steps to becoming a new generation salesman. Presents that are pleasing to the eye, inviting purchasers to increase sales. closing the sale
Period	1 day	1 day
Benefits to Employees	<ul style="list-style-type: none"> Increase knowledge and skills. To employees in the product, sales techniques, including providing services to customers. Make it easier for employees to close sales. Able to achieve target sales and earn higher commissions which will lead to a better quality of life for employees Increase career advancement opportunities for employees. 	
Benefits to the Company	<ul style="list-style-type: none"> Enhance revenue and profit for the Company. Make sales staff able to provide impressive service to customers. Enhance a good image for the store. The brand and the Company itself 	



Mc Academy Project

In May 2024, the company launched the Mc Academy project, an internal online Learning Management System (LMS). This project was developed to effectively manage and enhance knowledge from various organizational sources by consolidating work manuals, data files, video media, and useful clips, along with assessments to measure knowledge levels before and after learning.

Mc Academy is designed for use by employees across all departments and levels, aiming to develop professional knowledge, skills, and enhance employee potential. The system is accessible at any time, promoting continuous learning, reducing classroom training time, and minimizing travel for employees based in different provinces. Additionally, employees can review knowledge as needed, making skill and knowledge development more accessible and convenient.

