

HOW TO PLAY AROUND THE PRICING IN MARKET

OBJECTIVES

The objectives of the seminar are to help on:

- How to set the price according to market trend.
- What do's and don'ts for pricing revenue management.
- How to play around the pricing in market.

WHO SHOULD ATTEND?

- Manager who involved setting pricing and would like to maximised profit.

WORKSHOP OUTLINE

Module 1: Management's Role in Setting Prices

Module 2: Marginal Costing Principles and Its Role in Deciding Prices

Module 3: Choice of Marginal Costing (MC) or Total Absorption Costing (TAC) in Setting Prices

Module 4: Various Pricing Methods

Module 5: Setting Selling Prices in Different Economic Situations

Module 6: Price Elasticity of Supply and Demand

Module 7: Case Study 1 – Survey to Derive the Optimum Selling Price and to Maximize Contributions and Profits

Module 8: Case Study 2 – Salesmen's Survey on Retail Outlets to Identify Higher Sales Volume

If you have any enquiries, please contact

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