

PRICING STRATEGY AND TECHNIQUE

OBJECTIVES

- Understanding the importance and impact of pricing to the performance of business
- The factors and challenges that affecting pricing decisions
- Understanding the nature of cost, cost incurrence and locked-in cost
- The Elasticity of customer demand
- Learning the theory and calculation of different types of pricing strategy

WHO SHOULD ATTEND?

Accountant, Finance/Costing Executives, Marketing Executives, Business Planners, Budget Analyst, Cost Analyst, Operational Managers, Non-Financial Managers and Executives.

WORKSHOP OUTLINE

- Module 1: INTRODUCTION**
- Module 2: MAJOR FACTORS THAT AFFECT PRICING DECISIONS**
- Module 3: NATURE OF COST**
- Module 4: COST INCURRENCE AND LOCKED-IN COSTS**
- Module 5: ELASTICITY OF CUSTOMER DEMAND**
- Module 6: BREAK-EVEN PRICING**
- Module 7: LONG-RUN PRICING**
- Module 8: TARGET COSTING AND PRICING**
- Module 9: COST-PLUS PRICING**
- Module 10: LIFE CYCLE PRICING**
- Module 11: KAIZEN COSTING AND PRICING**
- Module 12: NON-COST FACTORS IN PRICING DECISIONS**

If you have any enquiries, please contact
+60 (3) 56213630 or
email: info@comfori.com



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