

Pricing for Profit

Assessing the profitability of individual products or activities requires a thorough understanding of all the costs incurred in providing those products or activities. This course will explain how costs can be identified to enable the setting of profitable prices.

No previous knowledge of cost accounting is assumed, although managers with exposure only to traditional cost accounting techniques will also benefit from the range of cost accounting techniques discussed.

Who should attend

The course is designed for those who set the prices and fees in their organisations, be they managers or owner managers.

Delegate benefits

Delegates will be encouraged to adopt a critical approach to the identification of the full cost of supplying individual products and services. This should enable delegates to identify more accurately which of their products and services are profitable and which are not, enhancing their capability as managers.

Organisation benefits

Managers within the organisation will be armed with a critical understanding of how costs can be established and will be given a set of tools with which they can assess the profitability of individual product and activity lines.

Content of programme

- Cost classification and behaviours
- Marginal costing and short-term pricing
- Absorption costing and long term pricing
- Activity based costing
- Target costing
- Life cycle costing
- Direct product profitability



COURSE INFORMATION

Date: 27/10/09, 9.30-4.00

Price: £80 to BUBC members

£95 to non members

For more information about this programme contact **David**

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