

HOW MUCH MONEY COULD YOUR COMPANY BE LOSING BECAUSE YOUR PRICING IS INCORRECT?



EFFECTIVE PRICING FOR PRODUCTS & SERVICES

An intensive workshop at the end of which participants will be equipped with the concepts, practical application and tools required to set prices for their firm's products and services.

The workshop caters to all types of industries and various special situations that the firm is likely to encounter.

WORKSHOP COVERAGE

- ♠ Understanding pricing and the impact it has on the firm's revenue, profit and ROI
- ♠ Factors influencing the price of the firm's products and services
- ♠ Setting pricing objectives
- ♠ Costing methods including Activity Based Costing, limitations of methods and assessing the most appropriate method for your firm
- ♠ Commonly used methods to set price
- ♠ Setting the price for special situations – clearance/discount sale, new products, seasonal business, perishable products, obsolete products...
- ♠ Effecting price changes
- ♠ Price wars – initiating and responding
- ♠ Project bidding/tendering – how to compute the offer value
- ♠ Setting prices for commodities and branded products
- ♠ Case studies and exercises
- ♠ Using simulation for setting the price

Brought to you by professionals from the IIMs and XLRI and a Chartered/Cost Accountant, with decades of relevant industry experience.



WORKSHOP METHODOLOGY

- ♠ Interactive discussions led by the facilitators
- ♠ Exercises and case studies
- ♠ Application of learning to the pricing of the participants' products/services

CERTIFICATES FOR ALL PARTICIPANTS

- ♠ Certificates will be presented to all participants who attend both days of the workshop.

DATES AND VENUE

- ♠ Dates: June 18th and 19th, 2010 (Friday & Saturday)
- ♠ Venue: Hotel Shelter
19-21, Venkatesa Agraharam Street, Mylapore, Chennai – 600 004.
(Opposite to Sai Baba Temple near Mylapore Tank)
Phone – 044-2495 1919

PARTICIPANT FEE

- ▲ Rs.3,000 per participant
- ▲ Fee includes certificate, course material, lunch & refreshments on both days and Service Tax
- ▲ Cheques/DDs should favour 'DMS Financial Services Co. Pvt. Ltd.'

REGISTER TODAY



DMS ENHANCER

(Training division of DMS Financial Services Co. Pvt. Ltd.)

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