

Costing and Pricing for Profitability

Who is this course designed for?

Audrey Davies:

Wonder why you're working so hard – yet not making any profit?

If you are - or even think you might be in this situation - [The Way Ahead](#), has the answer.



“Have a wake-up call, and see where you're going wrong in pricing up your business products and services.”

Your trainer, Audrey, comes from a banking background, and has also set up and managed her own business for many years – pitfalls and all!

What's in the course?

- The 'in's' and 'out's' of the Profit and loss account and Balance Sheet
- Classification of costs
- Costs of running the business:
 - The difference between DIRECT and INDIRECT costs
- Methods of costing (advantages/disadvantages):
 - Absorption of overheads
 - Marginal costing
- Pricing
- Managing the budgeting process

What are the course objectives?

- Preparing realistic budgets
- Generating and prioritising ideas for change
- Assessing the costs involved in changing to a new system
- Comparing different costing techniques
- Developing a new pricing structure

Our approach to this course:

theory and discussion	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	participation in group /individual activities	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	workbook exercises	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
practice exercises	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	presentations (informal and/or formal)	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	handouts	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
case studies	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	written/multiple choice test	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	work based assignment	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

What next?

Please CONTACT US to book this course:

enquiries@thewayahead.org.uk

Price: £225

(+ VAT)

1-day workshop

“Training today's people for tomorrow's world”

The Way Ahead Training & Consultancy Ltd
 26 Basepoint Business Centre, Aviation Park West,
 Bournemouth Airport, Christchurch, Dorset BH23 6NX

Tel: 0845 803 7768

www.thewayahead.org.uk

Tel: 01202 788277