



MANAGEMENT DEVELOPMENT PROGRAMME

COST BASED PRICING

PROGRAM OBJECTIVES



All the resources used to make a product or provide service cost us money.



Cost is the expense a company incurs in creating a product whereas Price is the amount the Customer Pays for it

Cost + Profit + Value Addition = Price



- Success of any Business Organisation depends on how they are able provide their product or service to the customers at a price decided by the market.
- Cost + Profit was an old concept and now it is Market Price – Desired Profit = Cost
- Due to competition organisation are forced to manufacture at market decided cost.
- On Completion of this program, one can understand the basics of Cost computation of cost for a product or a service and will be able to provide competitive quotations for new orders.

KEY TAKEAWAYS

1 MANUFACTURER
Pricing for a product



2 
JOB WORKER
Giving a competitive quotation

JOB WORKER
Giving a competitive quotation

3 TRADER
Value addition to customer



4 
SERVICE PROVIDER
Pricing of service

SERVICE PROVIDER
Pricing of service

PEDAGOGY

- ✓ Cost Analysis
- ✓ Preparing Quotations
- ✓ Exploring Real Life Queries

WHO CAN PARTICIPATE

MSME Owners
Business Decision Makers
Cost Managers
Cost Consultant

PROGRAM MODE

ONLINE, through



PROGRAM DATES



25.09.2021
3:00 pm to 5:00 pm

HOW TO ENROLL?

Organisations shall nominate any number of participants to this refresher course, which may be accepted on a first-cum-first-served basis. While nominating, please provide the details of the participants

(Name, Designation, Mobile No, email address, etc.).

Apart from nominations, participants can self-nominate themselves by providing their employee credentials and paying the programme fee latest by 22nd September, 2021

RESOURCE PERSONS



CA A Arunkumar

CA Arunkumar has over 8 Years of Industrial Experience and 11 Years of Teaching Experience. He has completed his Chartered Accountancy and Company Secretary Course. He is passionate about making other learn in the field of Accounting, Costing & Taxation.

He has presented in various National Level College Seminars and contributed for various Management Development Programs for Corporate Executives and Women Self Help Groups in the above areas.

FOR MORE DETAILS, **PLEASE CONTACT**

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