



2-day intensive program on

Strategic Cost Management For Pricing Decision & Profit Maximisation

22-23 June 2009 | Parkroyal Hotel, Kuala Lumpur

INTRODUCTION

Cost Management is one of the important contributing factors towards profit improvement. One of the important areas where substantial improvement can be made is to master the effective cost and cost techniques which can be usefully employed in the organization.

Regardless of the industry you are in, one needs to understand the key principles and techniques in cost management as well as application of these techniques in their business decision making and ensure the cost of the activities are within their control.

FOCUSING ON

- Introduction Cost Concept And Behaviour
- Strategic Cost Management
- Marginal Costing For Decision Making
- Profit Planning Decision
- Effective Budgeting For Cost Monitoring
- Types Of Budget System
- Variance Analysis
- Performance Evaluation For Decision Making

WHO SHOULD ATTEND

- Costing Executives
- Management Accountants
- Marketing Executives
- Product Managers
- Business Planners
- Company Directors
- Entrepreneurs
- All Personnel responsible for managing costs

METHODOLOGY

- Interactive Lectures
- Case Studies
- Practical Exercises
- Group Discussion
- Q&A session.

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