



Centre for  
Management  
Technology®  
into our 26<sup>th</sup> year

2-day intensive program on

# *Strategic Cost Management For Pricing Decision & Profit Maximisation*

22-23 June 2009 | Parkroyal Hotel, Kuala Lumpur

## ***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



**Case Studies & Practical Exercises**

## **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.

## **OBJECTIVE**

**This course will enable participants to learn key principles and techniques of cost management and how to apply to business decision making in order to increase business profitability. Participants will also acquire an in-depth knowledge on marginal costing and break even analysis as well as practical aspects of product pricing.**

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at [www.cmtevents.com](http://www.cmtevents.com) for the most up-to-date information.

*Day 1*

Monday, **22 June 2009**

### 9.00 **INTRODUCTION COST CONCEPT AND BEHAVIOUR**

- What Is Cost Management?
- Cost Behaviour
- Learning Curve In Cost Behaviour
- Cost Technique And System

10.30 Morning Coffee

### 10.45 **STRATEGIC COST MANAGEMENT**

- The Basic Principle, Allocation And Apportionment Of Overhead
- Dealing With Service Cost Centre, Choosing An Appropriate Absorption Base
- Dealing With Under And Over-Absorption Of Overhead
- Recovering Of Overhead In The Product Costing

1.00 Lunch & Zohor

### 2.00 **MARGINAL COSTING FOR DECISION MAKING**

- Concept Of Contribution
- Profit /Volume Ratio
- Breakeven Analysis
- Volume Needed To Attain The Targeted Profit
- Margin Of Safety
- Limitation Of The Approach
- Interpretation Of The Result

3.30 Afternoon Tea

3.45 **PROFIT PLANNING DECISION**

- Contribution Per Limiting Factor
- Maximise Total Contribution By Optimize Production Planning
- Marginal Costing Pricing
- Opportunity Cost Pricing
- Special Job

5.00 End of Day 1

*Day 2*

Tuesday, **23 June 2009**

9.00 **EFFECTIVE BUDGETING FOR COST MONITORING**

- Overview And Benefit Of Budget
- Detailed Budgeting Framework And Steps In Budget Preparation
- Functional And Master Budget
- Conditions For Successful Budgeting, Monitoring And Control Framework

10.30 Morning Coffee

10.45 **TYPES OF BUDGET SYSTEM**

- Zero Based Budgeting
- Incremental Budgeting
- Flexible Budgeting
- Continuous Budgeting

1.00 Lunch & Zohor

2.00 **VARIANCE ANALYSIS**

- Types Of Variances
- How To Compute And Analyse Cost Variance
- Sales Price And Sales Volume Variances
- Reconciliation Between Budgeted And Actual Profit

3.30 Afternoon Tea

3.45 **PERFORMANCE EVALUATION FOR DECISION MAKING**

- Return On Investment
- Capital Employed
- Cost Of Capital
- Capital Charge
- Residual Income Computation And Interpretation

5.00 End of Program

**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.

# REGISTRATION

Name	_____
Position	_____
Email	_____
Name	_____
Position	_____
Email	_____
Tel	_____
Fax	_____

Company	_____
Address	_____
City/Postcode	Country
Approving Manager's Name	_____
Position	_____
E-mail	_____

**Fees:** The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
<b>Regular Fee</b>	<b>RM1995</b>	<b>RM1695</b> <b>(MIN SAVINGS OF RM900)</b>

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

**Cheques :** Crossed & payable to  
"Centre for Management Technology Sdn Bhd"

Photocopy Registration Form to Preserve Brochure Copy. June 2009

TELEGRAPHIC TRANSFER	
Account Name:	Centre for Management Technology Sdn Bhd
A/C No:	3 - 0903390 - 12
Bank:	Public Bank Berhad
Branch:	Grd Floor, Menara Public Bank Jalan Ampang
Swift Code:	PBBEMYKL
<i>TT must include additional RM10 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.</i>	

CMT into our 26th year is a global conference organizer HQ in Singapore. CMT's dedicated team works closely with market leaders to analyze the latest industry trends and provide information supporting your decision making. Our annual 60 events encircle the globe from Asia Pacific to the Middle East to New Europe/Russia and Latin America.

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## TO REGISTER

Online : [www.cmtevents.com](http://www.cmtevents.com)  
 Email : [adminkl@cmtsp.com.sg](mailto:adminkl@cmtsp.com.sg)  
 Fax : (603) 2162 6393  
 Tel : (603) 2162 7322  
 Post to : Lot 7.03, 7th Floor, North Block, The Ampwalk,  
 218 Jalan Ampang, 50450 Kuala Lumpur

### CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each program. This serves as evidence of your personal and professional commitment to you career.

#### PROGRAM TIMING

Registration: 8.30 am, Program Begins: 9.00 am,  
 Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,  
 Tea Break: 3:30 pm, Program Ends: 5.00 pm

Register online ~ [www.cmtevents.com](http://www.cmtevents.com)

## FACILITATOR

**KENNETH TAM** (FCCA, FCMA, CA (M)) is a professional qualified accountant by training with over 30 years of experience in commercial sector in the areas comprising Financial Reporting, Corporate Finance, Business Planning and Budgeting, Management Accounting and Operation Audit.

During his career in the corporate sector, he was involved in various aspects of business ranging from trading, manufacturing, project and property management, tax management and consultancy. He has wide and extensive knowledge in various industries.

Innovative, pragmatic and result oriented in his approach, Kenneth always provides a practical presentation of his material in a comprehensive, easy to use format of ideas. Kenneth is also act as a facilitator in conducting workshop for a professional accounting body and lectures in the Finance module for MBA learning program over the last ten years.

Kenneth is a fellow member of the Association of Chartered Certified Accountants, UK, Associate Member of the Chartered Institute Of Management Accountant UK, A Chartered Accountant of the Malaysian Institute of Accountants, Certificate IV in assessment and workplace training awarded by TAFESA.