



Total cost management

Market determines the price, cost determines the profitability and all business is established primarily with the aim of earning profits (save the not-for-profit organisations). In this market oriented economy, organisations are striving to offer customers maximum value at minimum possible price. At a time where increase in revenue cannot be expected from the market place, one of the key internal focus areas has to be **Cost**.

Approaching costs in a holistic manner [Total cost management] is the key to long-term cost competitiveness.

The programme would cover presentations and case studies on

- Concepts of costs and understanding costs
- Understanding cost behaviour relative to product costs
- What is cost management?
- Approaches to cost management
- Framework for cost management

This will be a one day programme