



PRICING AND COST MANAGEMENT WORKSHOP



Overview: The Pricing and Cost Management workshop is designed for the business owner or manager who wishes to garner the knowledge required to operate a profitable commercial business i.e. fully understanding your P&L: Revenues and Costs and pricing your product or service so that you make a profit.

Context: We all know that in order for our businesses to survive and grow we must generate a profit. As we develop new offerings for international visitors we really must have a handle on what it costs us to:

- Operate our business
- Sell what we offer
- Deliver the very best we can for the visitor.

This practical training programme will help you understand the components of operating a commercial business, i.e. fully understanding your costs and revenue. You will learn the difference between a P&L and cash flow and the impact of business decisions on both of these. You will leave the programme knowing how to work out the price you can reasonably set to make a profit while still remaining competitive and adding value to the customer's experience.

Objective: To give you:

- The financial know how to work out how you can run your commercial business profitably.

Location: Regional locations, nationwide. Venues to be confirmed.

Delivery: 1 day training programme. Can be delivered by sector or as an open programme.

Cost: €100.00 per person

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Who should attend: Business owners and managers

Date: Scheduled dates can be viewed in the calendar of programmes on www.failteireland.ie/brexit and the Fáilte Ireland Trade Portal.

Key Content:

Pricing and Cost Management Workshop

Managing Costs

- How to run a slick commercial operations, cost control, procurement, buying and negotiating with regard to purchasing
- Control of labour costs, tips and techniques for same.

Managing Revenue

- Running the attraction more commercially and ideas for same
- Other sources of funding
- Other revenue streams.

Metrics

- Key performance indicators
- Breakeven and sensitivity analysis
- P&L, budgets and cash flow.