

BREAK THROUGH COST MANAGEMENT STRATEGIES

TO SUCCEED IN COMPETITIVE ENVIRONMENTS

In good times, anybody can make profit.
The challenge is to survive during tough times.

Application of **marginal costing principles** help in taking financially intelligent decisions.

During the workshop DR ANIL LAMBA will familiarize you with these principles and will explain how to use this understanding in taking decisions pertaining to:

- **PRICING OF THE PRODUCT**
- **CREDIT THAT CAN BE EXTENDED**
- **THE MAXIMUM AMOUNT OF DISCOUNT THAT CAN BE OFFERED**

During the workshop DR ANIL LAMBA will familiarize

PARTICIPANTS WILL ALSO LEARN:

how to improve profitability by controlling the **four drivers of profit** and

how it is possible, at times, to **sell below cost, and still make a profit.**

And much more...

"In fiercely competitive times, only organizations that practice Good Finance Management survive. And this happens when everybody in the organization takes financially intelligent decisions."

DR ANIL LAMBA, Chartered Accountant, Financial Literacy Activist and Author of the bestselling book ROMANCING THE BALANCE SHEET. He can be contacted at anil@lamconschool.com

Investment: Rs 4,95,000 + taxes

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