



BULLSEYE

FOOD

MARKETING

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Course: Pricing – Costing Your Product for Success!

Duration:

Half day

Who Should Attend:

Sales and marketing personnel, anyone running a new or established food business / SME.

Description:

Pricing your product should be the simplest of tasks. However, the reality can be quite different.

Before you decide on a pricing structure you need to have a clear understanding of the basics of financial management and how it affects your business.

In addition to ensuring that your prices cover your costs and include a profit margin, you need to consider market demands and competitor pricing.

This essential short course covers pricing from all angles. We provide you with the fundamental knowledge you need to price your products competitively, while also maximising profit potential.

Topics:

- Identify different types of business costs i.e. fixed, direct, indirect, capital and variable costs etc.
 - Understanding the effect of costs on your profit i.e. variable & fixed
 - How to establish accurate running costs
 - How to determine all the overheads involved in running your business
 - Understand different methods of pricing your product
 - How to cost your product to the factory gate
 - How to develop a pricing policy outside the factory gate
 - How to calculate your break-even point
 - How to calculate distributor and retailer margins
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