

## STRATEGIES FOR COST LEADERSHIP

### Programme Overview

Shrinking bottom lines and declining profit margins have made it imperative for organisations to manage costs as a strategy. Organisations are aggressively looking for opportunities to minimize costs without impacting the product/service quality or market positioning. This programme offers a unique approach managing costs by improving visibility over product cost structures and business processes. The latest concepts minimizing costs such as activity based costing, target costing and benchmarking will be comprehensively covered with a practical orientation.

The objective of the programme is to enable the participants to develop skills in formulating a cost minimization strategy by applying the latest concepts. The programme also provides participants the tools for analysis of the costs across the value chain. Participants will also learn to identify ways of redesigning activities and processes to improve productivity and increase value. The programme provides a discussion of the implementation issues in applying the latest techniques for cost management and integrates a broad range of examples from both manufacturing and service sectors. Participants will also develop action plans based on the concepts presented in the class.

### Impact

- ◆ Understand product/service cost structures
- ◆ Gain insights into techniques for analyzing and minimizing costs across the value chain
- ◆ Develop perspectives on strategies for cost minimization

### Participant Profile

Senior executives in the finance and accounting functions and those responsible for managing business through the P&L SBU heads and team leaders responsible for bringing about improvements through cost minimization will also find the programme useful.

### Programme Director

#### Mubeen Rafat

Dates : 8–10 Jan 2018

Fee : ₹ 34,000/-  
(US \$ 1495) +  
Applicable Service Tax