



PROGRAMME TITLE: **COSTING & PRICING WORKSHOP**

AIM: To provide participants with an insight into the importance of costing and pricing for every entrepreneur, and the impact it has on the financial orientation of your business.

OBJECTIVES: On completion of this workshop, participants will:

- Understand how to price their product or service.
- Be aware of how pricing influences selection of routes to market and business models.
- Be cognisant of how pricing relates to development of financial projections.

COURSE CONTENT:

- Pricing Psychology: What is your product worth?
- Your Costs – upfront development, marginal costs/costs of sales
- Pricing Pitfalls – competitors, fairness, pirates, switching
- Business Strategy – choosing your business model
- Managing pricing – discounting and changing your prices.

Workshop 1:

Date: Tuesday 26th April
Time: 10am to 1pm

Workshop 3:

Date: Tuesday 24nd September
Time: 6pm to 9pm

Workshop 2:

Date: Wednesday 15th May
Time: 10am to 1pm

Workshop 4:

Date: Thursday 31st October
Time: 2pm to 5pm

Venue: Venue to be confirmed

Cost: FREE OF CHARGE

Trainer: **VARIED***

Bookings: Jane O’Mahony on 061-419388 or email jomahony@paulpartnership.ie

***Course content may vary – please check website for further details**



EUROPEAN UNION

Investing in your future
European Social Fund



Rialtas na hÉireann
Government of Ireland

