

Practical Pricing in Challenging Times



Course Director:

Omar Abedin

Master Trainer & Regional Director
(Africa, Middle East, South Asia) at
Daniel Adams Company, USA

A Consumer Marketing professional with
over 20 years of global experience

Exposure to Multinational and Owner -
driven environments in Pakistan, the
Middle East and North America

9-10 July 2012 Sheraton Hotel & Towers, Karachi

11-12 July 2012 Pearl Continental Hotel, Lahore

9:00 am to 5:00 pm

Top 5 Benefits:

- 1 Think** about the alternatives in marketing products, calculating costs, and setting prices.
- 2 Determine** what makes an "optimum" price, and how to know if it exists for your particular circumstances.
- 3 Obtain an** insight into the differences between the "standard cost" often referred to in the industry and the "real costs" of doing incremental business.
- 4 Work** through real considerations ranging from the real capacity of your organization to the impact of your decision on the product and services costs and prices.
- 5 Apply** the techniques of marketing, pricing, and costing in your business.

Training Partners



...Only From Octara!!!

For Registration & Details:

Tel: 021-34534261, 021-34536315, Fax: 021-34520708, E-mail: register@octara.com | www.octara.com



Practical Pricing in Challenging Times

9-10 July 2012 Sheraton Hotel & Towers, Karachi

11-12 July 2012 Pearl Continental Hotel, Lahore

Course Director: **Omar Abedin, UAE**

- ▶ Master Trainer & Regional Director (Africa, Middle East, South Asia) at Daniel Adams Company, USA
- ▶ A Consumer Marketing professional with over 20 years of global experience
- ▶ Exposure to Multinational and Owner - driven environments in Pakistan, the Middle East and North America

Omar's experience of developing & leading high performance teams and providing productive marketing leadership, made Omar switch to the consulting role. His proven track record of developing and implementing innovative marketing strategies & programs that have delivered volume & value growth (in \$s & market share), has earned him international recognition in all aspects of Brand Management, that includes: innovation, brand strategy, brand identity & equity development, advertising & communications, new product launches, PR, packaging & graphics development, process management, competency development & training, etc.

Building relationships and establishing credibility with a broad, demanding and sophisticated range of internal and external partners, is earned by Omar by working with brands / companies / groups that are interested in either building new brands, or strengthening their existing ones. To name a few, he has extensively worked with Philips, Reckitt Benckiser, Johnson & Johnson, Novartis Consumer Health, the IFFCO group and many more multinationals with complete ATL & BTL activities.

What delegates have said about Omar Abedin:

"Omar was excellent. I loved his counselling approach as we were putting forward not only questions but situations where he guided us in a really good way."

Haider Khan, Senior Brand Manager, Packages Ltd.

Excellent course! Helped illuminate the concepts and fine tune initiatives underway.

Mishelle Raza, Product Manager, Sanofi-Aventis

"Conceptually very clear & intellectually very strong - Omar is one of the rare professionals you come across endowed with great abilities. Very genuine in his approach towards helping brands grow which seems to be his forte & passion."

Senior Brand Manager, Energizer, UAE

Look who is Learning with Omar!



Course Overview:

The pricing of your company's products and services plays a significant role in establishing the impression and branding of the goods and services, maintaining the company's competitive edge and most importantly, determining the company's profits.

In today's dynamic business world, it is essential for Marketing Managers and Senior Marketing Managers to understand costing and pricing of their products and services to launch competitive and profitable business opportunities. This course will teach the participants how to calculate product or service optimal costs and competitive pricing.

This course aims to equip all participants with the ability to make critical decisions regarding pricing, costing, marketing, and profitability analysis. Practical tools and techniques are presented and applied during the course to ensure that participants gain a better understanding of Pricing Strategies, Costing Tools & Techniques, Breakeven Analysis, and Value-Based Pricing of New Products and Services.

Who should attend?

Marketing & Sales Managers, Business Development Managers, Senior Managers involved in Marketing of products and services and New Product Development Managers

Course Outline

- ▶ Different types of costing methodologies for products and services
- ▶ Product costing parameters that can be utilized for costing products and services
- ▶ How to set and analyze product and service margins
- ▶ Product pricing techniques
- ▶ How to perform Cost and Benefit Analysis
- ▶ Setting profit margins
- ▶ Service pricing formulation
- ▶ Economic methods
- ▶ Break-Even Analysis

About The Daniel Adams Company

"We love brands and the art of giving them competitive fire. We believe in discipline, creativity, hard work and at all times, keeping it simple".

The Daniel Adams Company opened for business in 1979, and became one of the world's first brand consultancy. Dan Adams, the founder, brings a uniquely fresh and practical understanding of the art and science of brand-building drawn over his 40 years of successful experience as a client, agency executive and consultant. Since then, Dan has built his firm around a worldwide team of expert consultants with a passion for brands, a shared approach and a toolkit of disciplines.

The Daniel Adams Company enjoys enduring client relationships and serves a prestigious client list in the USA and around the world. Some of its major global clients include Motorola, Reckitt Benckiser, Roche Pharmaceuticals, Ogilvy & Mather, BBDO, Whirlpool, Kraft Foods, Miles-Bayer and many more.

Endorsement by Daniel Adams, CEO, The Daniel Adams Co., USA

"Omar is one of the world's most effective brand marketing trainers. People want to learn from Omar because he doesn't set himself up as "the expert". He gets them thinking with provocative questions and insights drawn from his wealth of experience across a wide variety of brands/markets. All good trainers are articulate but Omar has the secret of sharing great truths with the brilliance of simplicity. He uses superb training presentations, instructional designs, examples and cases. The guy really knows his stuff and loves to share it!"



Daniel Adams Certified

Participants of this course would be awarded certificates from the Daniel Adams Company, USA. (Please register by 28 May, 2012 to receive your certificates at the venue)

Practical Pricing in Challenging Times

9-10 July 2012 Sheraton Hotel & Towers, Karachi | 11-12 July 2012 Pearl Continental Hotel, Lahore

Workshop Investment

PKR 34,999/-
per participant

10% Group Discount on **3** or more nominees

Daniel Adams Co. branded courseware & certificate,
lunch, refreshments & business networking

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
Muhammad Adeel Khalil
E-mail : madeel@octara.com
: register@octara.com
Tel : 021-34534261, Cell: 0300-8937513
Fax : 021-34520708, 021-34546639
- Send your cheque in favor of "Octara Private Limited"
To: **Muhammad Imran Anwer**
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at
info@octara.com

To view reports on our past training workshops
and events logon to **www.octara.com**

You can access our quarterly newsletter online at
octara.com/newsletters.aspx

Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Bring

Practical Pricing in Challenging Times In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact

Jason D'souza at **jason.bosco@octara.com** or
call at **0332-2422732** for more details

Octara's Upcoming Programs* | INVEST TODAY!

6 Sigma Service Excellence

18 June 2012, Karachi

20 June 2012, Multan **New Location!**

21 June 2012, Faisalabad **New Location!**

22 June 2012, Lahore | 23 June 2012, Islamabad

Sahib Karim Khan

Information Security Masterclass

7 - 8 June 2012, Lahore | 11 - 12 June 2012, Karachi

Nahil Mahmood

Using EI to build Relationships

13 June 2012, Karachi | 15 June 2012, Lahore

Graham Moore

Effective Financial Presentations

13 June 2012, Lahore | 15 June 2012, Karachi

M. Ali Saeed

Certificate in Procurement Management

18 - 19 June 2012, Karachi | 21 - 22 June 2012,
Lahore

Dermot Carey

Successful Project Management using

MS Project 2010

25 June 2012, Karachi | 26 June 2012, Lahore

Nooruddin Surani

From Ledgers to Leadership - A Journey Through The Finance Function

June 2012

Nadir Jamal and Ali Saeed

Logistics Partner

Partner



Strategic Partners