

Workshop Objectives

At the end of the workshop you should be able to...

- Have a better understanding of the relationship between **COSTS, PRICES & PROFIT**
- Be able to have a greater influence on your businesses profitability
- Appreciate why **ANALYSIS** is important and how to do it well
- Know what to dial up or down in your business by constructing more robust S.W.O.T analysis
- Recognize the different approaches and methods you can use to **FORECAST**
- Develop more accurate and realistic forecasts to support your business plans
- Understand the importance of knowing about the wider macro context
- Know how to conduct a P.E.S.T.L.E analysis in order to understand what may have a direct or indirect impact on what your business is trying to do



...become more confident and proficient when it comes to Marketing Planning



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