



VIRTUAL

MDP on Export Pricing using INCO Terms

 **ZOOM SESSIONS**

Dates: 23 | 24 | 25 July 2020 | Time: 5.30 pm to 7.30 pm

In international marketing one talks of not 4P's but about 13P's, 4D's and 3C's as marketing, shipping and logistic related variables. All the variables stated in different categories are expenses with exception of Price, because it is the only revenue generating variable and has the potential of offsetting all other variables. International Pricing is like a triple edged sword with 3 opposing blades of optimality, affordability and fairness. The virtual MDP will serve exporters an emphatic guideline to use the formulations developed in pricing their offerings.

Topics Covered

- ▶ Defining Price and Understanding Difference Between Price and Pricing
- ▶ Different Pricing Policies
- ▶ Understanding Marginal Cost of Exports
- ▶ INCO TERMS 2010
- ▶ Interpretation and Importance as Cost Reduction Technique
- ▶ Developing Pricing Strategy (Set of ready to use formulas) for International Marketing using INCO Terms

Resource Person:

Prof. Arvind Khedkar
Expert in International Trade,
EXIM Policy, Global Logistics

Registration Fee: Rs.1500/- + 18% GST
Payment via online through www.wtcmumbai.org

Scan & Pay

Using Any UPI App to



UPI ID: mvindcentre@stb
MERCHANT NAME: W.T.C.S. CENTRE

Contact for registration:

98205 80244 / 98195 19530 | wti@wtcmumbai.org / wtc@wtcmumbai.org