



MEASURING CUSTOMER PROFITABILITY

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Customer Profitability Analysis – CPA

Activity Based Costing - ABC

**Time Driven Activity Based Costing –
TDABC**

**Cost methods of determining the price
of a product.**

RFM – Recency, Frequency, Monetary

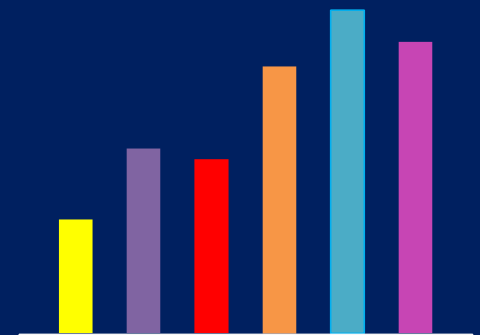
Customer Lifetime Value - CLV



PARTICIPANTS



- ❖ **COMPANY OWNERS**
- ❖ **MANAGEMENT TEAM MEMBERS**
- ❖ **EMPLOYEES OF SALES AND MARKETING DEPARTMENTS**
- ❖ **EMPLOYEES OF FINANCE & CONTROLLING DEPARTMENTS**
- ❖ **OTHERS**

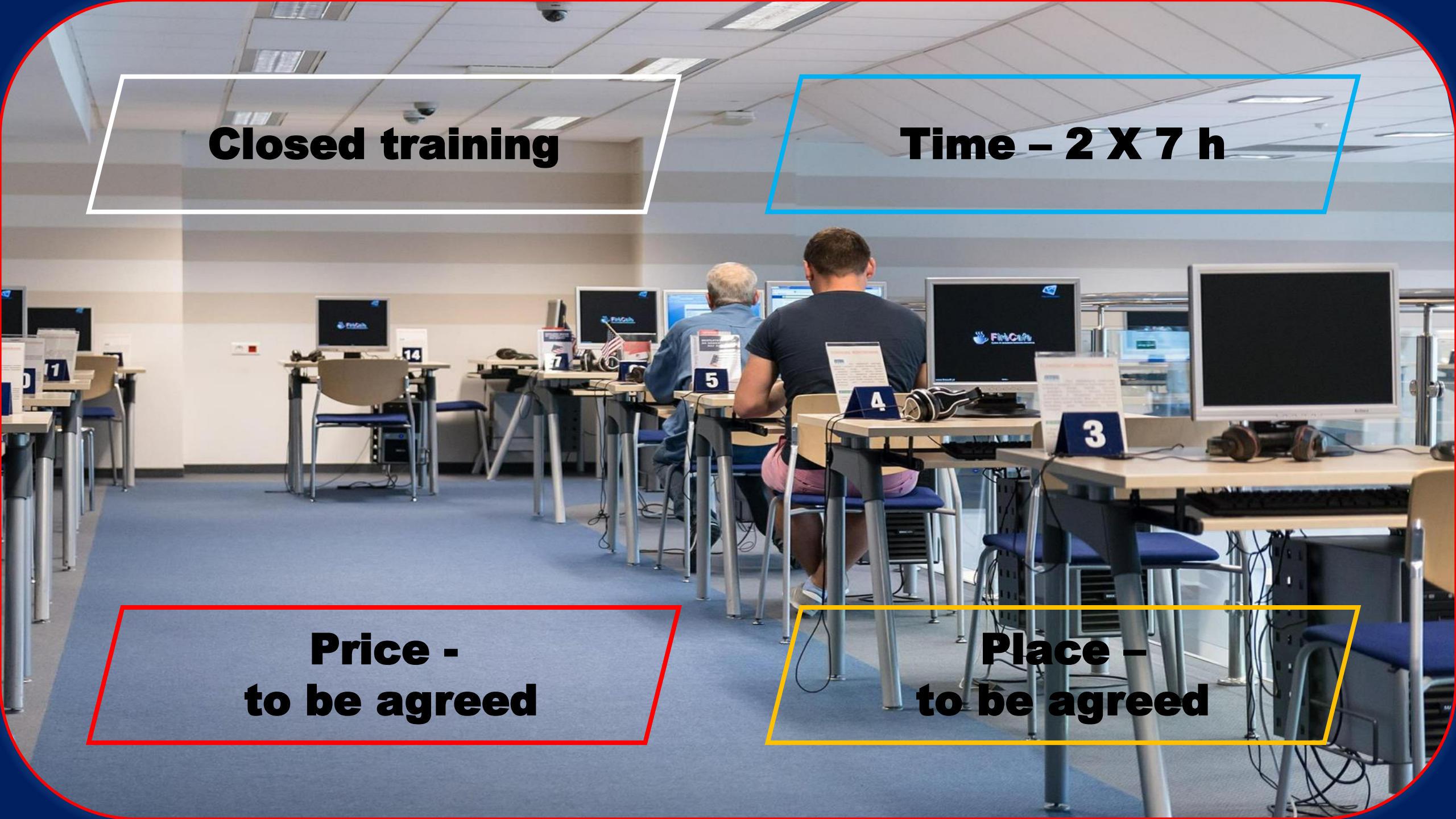


Closed training

Time - 2 X 7 h

**Price -
to be agreed**

**Place -
to be agreed**





STUDIUM

Business Consultants

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