

Event Information

Date: Thursday, April 12, 2012

Time: 8:00 am to 5:00 pm

Location: Holiday Inn
150 E. Angeleno Ave.
Burbank, CA 91502
Phone No.: 818- 841- 4770

This workshop is designed for procurement staff in both private and public procurement who would like to improve their skills at determining if a proposed price is fair and reasonable. We will learn the role that cost and price analysis plays in proposal evaluation and how to perform that analysis. We will discuss the cost elements and learn how indirect and direct costs differ and how they can affect a seller's proposed pricing. We'll look at some examples using these principles to develop competitive pricing ranges and negotiation objectives

At the completion of this seminar, you will:

- Understand when and why to use price and/or cost analysis to analyze proposals.
- Learn the basic techniques of price analysis and cost analysis
- Understand the difference between direct and indirect costs and how they affect the selling price.
- Understand how cost and price information can be used to negotiate better contracts.

NAPM-San Fernando Valley
P. O. Box 4365
West Hills, CA 91308
Address Correction Required



Seminar Cost/Price Analysis Why, What & How

Presented by the
National Association of
Purchasing Management -
San Fernando Valley





About the Presenter

Michael L. Taylor, C.P.M.



Mike Taylor, C.P.M. has worked in the Supply Chain Profession for 39 years. His career includes purchasing responsibility for a custom fabricator of large hydraulic cylinders, construction of a

commercial nuclear power plant and working as a Federal Government Contractor. This included 11 years as a first-line manager as well as many years as a team leader.

Mike managed the procurement of a wide range of products and services. He is presently a Supply Chain Specialist for the CH2M Hill Plateau Remediation Company at the Department of Energy Hanford Site.

He is the developer and owner of MLTWEB.COM and the PURCHASING TOOL BOX, a website of resources and information for purchasing professionals. In December 2000, Mike's website was recognized as one of the top 25 purchasing related websites by iSource Magazine.

His professional experience includes seminars, presentations, speeches and workshops at conferences, supplier and public forums and company training programs.

Cost/Price Analysis: Why, What and How

Workshop Outline

1. Fair & Reasonable Pricing
 - a. Purpose and objectives when analyzing proposals
2. Price Analysis
 - a. What is it?
 - b. When would we use it?
 - c. What conclusions can we draw based on price analysis?
3. Cost Analysis
 - a. What is it & when would we use it?
 - b. What value does cost analysis have in the procurement process
4. Cost Principles – manufacturer & seller's costs and how they affect the selling price.
 - a. What are direct costs?
 - b. What are indirect costs?
 - c. What are cost pools and how do they work.
 - d. What is the learning curve?
 - e. How do fee & profit get included in a selling price?
5. Buyer's Costs
 - a. How are buyer's costs different from seller's costs and why do we care?
6. Case Studies & Exercises
7. Negotiation Strategies
 - a. Total cost of acquisition.
 - b. Factors which would reduce seller's costs.
 - c. Factors which would reduce buyer's costs.
 - d. Negotiating tactics and objectives

Registration Form

Seminar Fee Includes: One year membership to NAPM-SFV (new or renewal), Seminar materials, breakfast pastry, lunch, snack, seven continuing education hours and parking validation

Seminar Fee: **\$395**

Name _____

Address _____

Phone _____

E-mail _____

Method of Payment

- | | |
|--------------------------------|-------------------------------------|
| <input type="checkbox"/> Check | <input type="checkbox"/> MasterCard |
| | American |
| <input type="checkbox"/> Visa | <input type="checkbox"/> Express |

Credit Card No. _____ Expire Date _____

Signature _____

NAPM-SFV
 P.O. Box 4365
 West Hills, CA 91308-4365
 Phone: 818-993-0995
 Fax: 805-581-3839
 E-mail: info@napmsfv.org
 Website: www.napmsfv.org