Business Practitioner Session

Event – 1 Date: 14-09-2024

Activity Name: Business Practitioner

Faculty Coordinator: Dr Shakeela Banu C

Faculty Coordinator Contact No. 9844506208

Guest Name: Mr. Ramakrishna Joshi

Guest Designation: NISM certifies & SEBI registered Research Analyst

Company Name: Money Jet

Topic: Cost and Revenue analysis

Duration: 1.5 hours

Venue: Lecture Hall-402, 4th Floor, FMS-CMS-BS

No. of Participated: 55

Summary: (Write-up required minimum 4 to 5 lines)

Cost and revenue analysis refers to examining the cost of production and sales revenue of a production unit or firm under various conditions. The objective of a firm is to earn profit, and not to make loss. However, a firm's profit or loss is primarily determined by its costs and revenue. In simple terms, profit / loss is defined as the difference between the total revenue and the total cost i.e., Profit (or) Loss = Total Revenue - Total Cost. As costs and revenue are very important to decide the production behaviour of a firm and its supply behaviour in the market, it is necessary to understand the cost and revenue concepts. From the perspective of financial management, cost-revenue analysis provides valuable insights into the profitability of different products, services, or business units. It helps identify the key cost drivers and revenue sources, enabling businesses to optimize their operations and maximize their profits. By understanding the cost structure and

revenue streams, businesses can identify areas of inefficiency, implement cost-saving measures, and explore opportunities for revenue growth. Moreover, cost-revenue analysis allows businesses to evaluate the financial viability of new projects or investments. By estimating the costs associated with a new venture and projecting the potential revenue it can generate, businesses can assess the feasibility and profitability of the undertaking. This analysis helps in making informed decisions about resource allocation, risk management, and strategic planning. Revenues Companies generate revenues from sales of their products and services. To generate more revenues, companies can increase the prices of existing products and services, offer add-on services for an additional price, or introduce new products or services at a higher price point. Companies can also increase revenues by increasing the quantity sold. Firms accomplish this by lowering prices or increasing their marketing efforts to stimulate demand. What Revenue Analysis Reveals Revenue analysis helps companies determine how to increase their revenues significantly. When combined with cost analysis, it helps companies do this while keeping costs at a minimum. Revenue analysis aids companies in assessing which course of action produces the highest increase in revenue with the least effort. For example, a company determines that it takes a series of press releases, website testimonials, and well-placed classified ads to drastically increase sales of a particular product, but it also determines that adding a low-cost add-on to a higher priced service would have the same effect.

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Faculty of Management Studies

Business Practitioner Session

Cost and Revenue Analysis

Mr. Ramakrishna Joshi
Founder
MoneyJet

Focus Points:

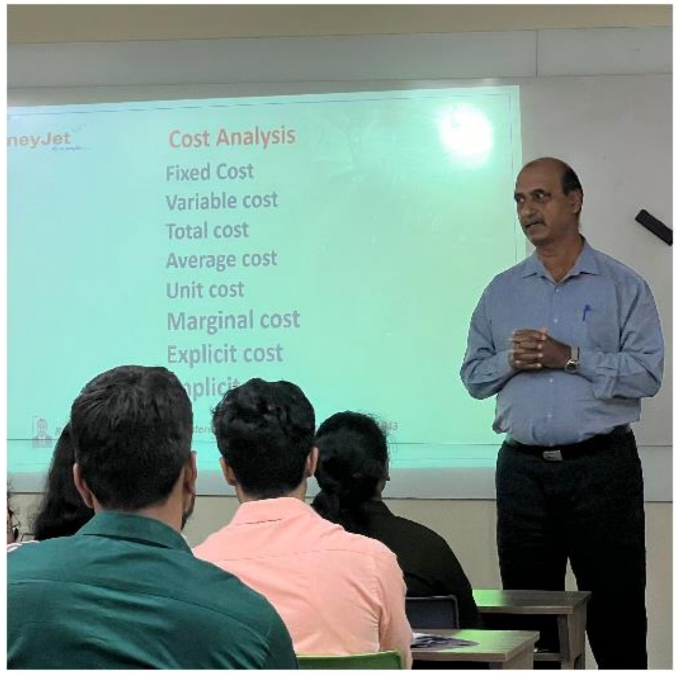
- Cost concepts, types and function
- Revenue Analysis
- BEP Analysis

September 13th, 2024 | 10:45 AM - 12:15 PM | Lecture Hall - 402

Cohort Profile: MBA Batch 2024-26, 1st Semester

Section: B

Faculty Coordinator: **Dr. Shakeela Banu C**
Associate Professor


Cost Analysis
Fixed Cost
Variable cost
Total cost
Average cost
Unit cost
Marginal cost
Explicit cost