# Managing Revenue & Setting the Fundamentals of Pricing Strategy

25 – 29 October 2027
Addis Ababa

AGILE LEADERS
Training Center

AGILE LEADERS
Training Center

# Managing Revenue & Setting the Fundamentals of Pricing Strategy

**Ref:** 36272_224980 **Date:** 25 – 29 October 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

## Course Overview:

This course offers a complete and engaging approach to mastering revenue management principles and pricing strategy development. Participants will delve into advanced revenue management processes, exploring strategic pricing methods, value-based pricing strategies, and business pricing strategies. This course will enhance participants' abilities to apply effective revenue management techniques, understand the fundamentals of revenue management, and utilize key pricing KPIs. Through demand forecasting techniques, forecasting methods for business, and the importance of forecasting in revenue management, participants will gain the tools necessary for accurate predictions and improved decision-making. Inventory allocation strategies and capacity control techniques will also be covered to optimize resources and maximize profitability.

## Target Audience:

- Marketing and sales department heads and managers B2B and B2C
- Business professionals seeking to enhance their revenue management skills
- Business owners and entrepreneurs starting a business

## Targeted Organizational Departments:

- Marketing
- Sales
- Finance
- Business Development
- Operations

## Targeted Industries:

- Retail
- Hospitality
- Airlines
- E-commerce
- Manufacturing

## Course Offerings:

By the end of this course, participants will be able to:

- Understand and apply revenue management principles
- Develop and implement effective revenue management strategies
- Utilize key pricing KPIs to guide pricing decisions
- Apply demand forecasting techniques to predict future demand
- Develop strategic pricing methods tailored to various business models
- Optimize inventory allocation and implement capacity control techniques

## Training Methodology:

This course employs a variety of interactive training methodologies designed to enhance learning and practical application. Participants will engage in case studies, group work, and interactive sessions, allowing them to apply revenue management principles and pricing strategy development in real-world scenarios. Feedback sessions will provide participants with personalized insights and improvements. The course also includes hands-on activities to reinforce learning and ensure participants can effectively utilize the techniques covered.

## Course Toolbox:

- complete workbooks
- Industry-specific case studies
- Online resources and reading materials
- Checklists and templates for practical application

## Course Agenda:

### Day 1: Introduction to Revenue Management

- **Topic 1:** Definition and a Brief History of Revenue Management
- **Topic 2:** Objectives, Principles, and Elements of Revenue Management
- **Topic 3:** Necessary Conditions for Revenue Management
- **Topic 4:** Revenue Management vs. Yield Management
- **Topic 5:** The Importance of Revenue Management
- **Topic 6:** Revenue Management Terms and Performance Indicators
- **Reflection & Review:** Overview of Key Concepts and Principles

AGILE LEADERS
Training Center

## Day 2: Strategic Pricing Methods

- **Topic 1:** Introduction to Pricing Strategies
- **Topic 2:** Business Foundations for Successful Pricing Strategies
- **Topic 3:** Pricing - Perspectives from Different Industries
- **Topic 4:** Value-Based Pricing Techniques
- **Topic 5:** Types of Pricing Strategies
- **Topic 6:** Key KPIs Behind Pricing Strategies
- **Reflection & Review:** Applying Pricing Strategies in Different Industries

## Day 3: Demand Forecasting Techniques

- **Topic 1:** The Economics of Revenue Management
- **Topic 2:** Demand Management: Unconstrained vs. Constrained Demand
- **Topic 3:** All About Forecasting: Importance and Methods
- **Topic 4:** Booking Curve and Pickup Forecasting
- **Topic 5:** Error Measurement in Forecasting
- **Topic 6:** Useful Forecasting Tips
- **Reflection & Review:** Evaluating Forecasting Methods and Their Applications

## Day 4: Inventory Allocation and Capacity Control

- **Topic 1:** Basics of Inventory Allocation
- **Topic 2:** Expected Marginal Revenue
- **Topic 3:** Implementing a Nested Reservation System
- **Topic 4:** Protected Level vs. Booking Limit
- **Topic 5:** Group Management in Inventory Allocation
- **Topic 6:** Policies Concerning Overbooking
- **Reflection & Review:** Practical Applications of Inventory Management

## Day 5: Advanced Revenue Management Strategies

- **Topic 1:** Integrating Data Sources for Revenue Management
- **Topic 2:** Advanced Analytical Techniques in Revenue Management
- **Topic 3:** Implementing a Revenue Management System
- **Topic 4:** Features of an Effective Revenue Management System
- **Topic 5:** Revenue Management Data Sources, Analytics, and Visualization
- **Topic 6:** Key Trends in Revenue Management for Different Businesses
- **Reflection & Review:** Synthesizing Learning and Planning for Implementation

AGILE LEADERS
Training Center

## How This Course is Different from Other Revenue Management Courses:

The course stands out by offering a holistic approach to revenue management and pricing strategy. Unlike other courses, it integrates advanced forecasting methods with practical inventory management techniques. The course provides hands-on experience with real-world case studies, ensuring participants can apply what they learn directly to their businesses. Additionally, it covers a wide range of industries, making it versatile and applicable to various business models. The complete toolbox provided equips participants with all the necessary resources to succeed in implementing effective revenue management and pricing strategies.