

Costing for profit

Suitable for introduction at Executive level

Workshop outline

- Determining the components that make up the cost of producing and selling plants
- Using sample forms and calculators to collect nursery records for analysis
- Calculating hourly labour costs (which can account for up to 40% of operating expenses)
- Allocating costs to a specific plant to ensure a profit is achieved
- Developing a pricing policy that delivers an acceptable return

This workshop runs over 4 hours. Participants are required to complete some tasks prior to the workshop.

Who should attend?

Nursery owners, business managers and production managers in production and retail nurseries. This workshop is ideal for staff seeking to understand the cost of plant production from the initial batch through to retail sale.

About this workshop

Maximise your profits with this simple and effective method of calculating the true cost of growing and selling plants in your business.

The workshop introduces participants to a step-by-step process for determining and managing the cost of producing and selling plants. Understanding these costs allows decision makers to set suitable sales prices and achieve a realistic return on effort and investment.

Participants will be equipped with the skills to identify cost trends in their

nurseries. On completion of the session, participants will be able to accurately determine the most appropriate plants to grow and sell to secure the best return on investment.

The process used in the session focuses on costing methods for greenlife. In practical terms however, the same financial principles and concepts are applicable to the costing of all products produced and sold in a business.

This workshop introduces a step-by-step process for determining and managing the true cost of producing and selling plants



Workshop outcomes

At the end of the workshop participants will be able to:

- Calculate the costs for the material, equipment and labour used in the production and sale of plants in your nursery
- Use the cost information assessed in the workshop to determine a pricing policy for the sale of plants
- Allocate all dollars invested in the nursery to its products to determine if there has been an acceptable return on effort and investment

For more information about this workshop or other Training & Recognition activities in your state contact your state or territory Nursery & Garden Industry Association.



Nursery & Garden Industry

