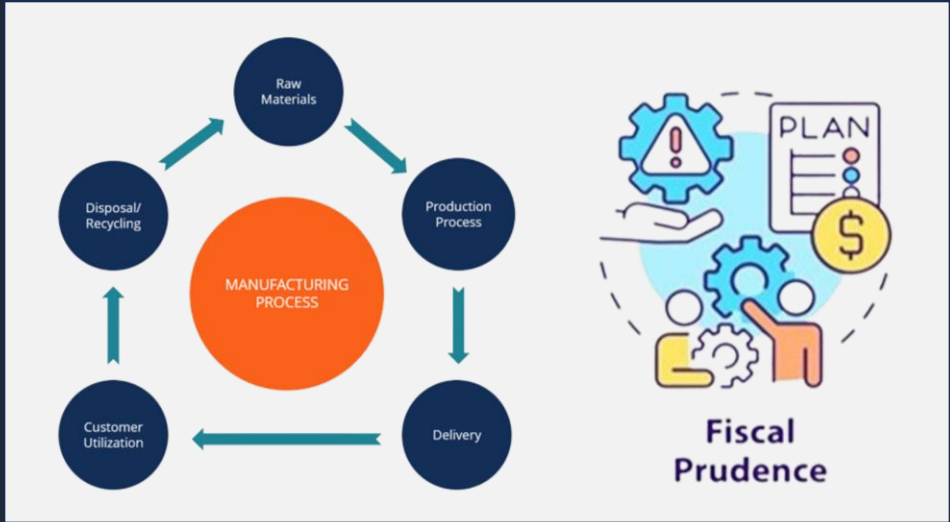


eight strategies for managing direct costs, which are expenses directly tied to producing goods or services

Human Resources including leadership, training, performance, potential, and research.



Careful financial planning (gear) is key to fiscal responsibility

FIXED AND VARIABLE COST

how fixed and variable cost change with production output

Fixed Costs

- Fixed costs are those costs that are not output dependent
- Fixed costs are fixed till a certain level of output.
- Fixed cost per unit changes with output.

Variable Costs

- Variable costs are those costs that are output-dependent.
- There is a positive correlation between the production output and the variable cost.
- Variable cost per unit remains constant.

The Ripple Effect of Poor Planning

- 1 Inadequate resource allocation
- 2 Lack of contingency planning
- 3 Ignoring stakeholder input
- 4 Unrealistic timelines and goals



eight strategies for managing direct costs, which are expenses directly tied to producing goods or services



marketing mix model divided into seven sections labeled product, price, place, physical evidence, processes, people, and promotion