



Workshop Objectives

At the end of the workshop you should be able to...

- Have a better understanding of the relationship between **COSTS, PRICES & PROFIT** to be able to have a greater influence on your businesses profitability
- Get some good ideas and tips on how to improve the performance of your business including branding on a small budget
- Get an insight into effective merchandising
- Be able to recognise the big mistakes when it comes to setting prices
- Take-away some real examples on how by being smarter with your pricing you can make a significant difference to your margins!
- Get an appreciation of some of the major beer trends within the industry
- Get some useful advise on how to prevent under age sales or drug usage in your venue

