

Great decisions aren't just about instincts, they're about numbers.

# STRATEGIC DECISION MAKING USING MANAGEMENT ACCOUNTING CONCEPT

A practical training to help professionals understand management accounting and make smarter, data-backed decisions.

## DATE

06<sup>th</sup> May, 2026

## VENUE

AshreiTech Academy, NASTP  
Main Sharah e Faisal, Karachi





# TRAINING OVERVIEW

Every business decision, whether strategic or operational, has a financial dimension. Decision-making is required at every level in the organization and these may pertain to marketing, promotion, production, planning, inventory management etc. Quality decisions require qualitative information. Quantitative information is also used as a basis of decision-making.

By strengthening cost concepts and their application, business leaders can be better equipped to drive sustainable growth, improve resource allocation, and foster collaboration and communication with cross functions..

This course will help business executives to enhance their decision making ability by applying Management Accounting concepts and communicating effectively with CFOs and CEOs, as this course

## LEARNING OUTCOMES:

- Understand core management accounting concepts.
- Analyze costs in different business situations (Special pricing for Export and Institutional business deals and Tolling )
- Understand profitability and contribution margin for business decision making
- Make data-driven, sound choices

# WHO SHOULD ATTEND

- o Entrepreneurs and Senior Business Executives
- o Functional managers who take operational decisions
- Sales & Marketing Managers
- Supply Chain / Procurement Managers
- Production / Operations Managers
- Engineering Managers
- HR Managers

These roles frequently deal with costs, pricing, and profitability



# REGISTRATION DETAILS

Program Fee: **PKR 45,000 + 15% SST** per participant.

Payment can be made via a Payorder in the name of AshreiTech or IBFT to:

Title of Account: ASHREI TECH PRIVATE LIMITED

IBAN: PK6IMEZN0099740107642699

Bank Name: Meezan Bank Limited

Nominate a group of 4 and get a 15% discount.

The program fee covers the program manual, certificate of participation, Lunch, Entry Pass, and networking opportunities.

Cancellations can be sent 7 days before the program, after which NO cancellations will be accepted.

For more information, Contact

**0333-2775771**