

# Competitive Advantage Through TCM

Duration of the programme: 2 days

## Programme Overview:

Burgeoning business challenges viz. economic, competitive and technological are imposing significant cost pressures on profitable growth. A holistic approach to manage these cost pressures looks imperative.

SPJIMR & CII's TCM division have collaborated for a visionary initiative of strengthening 'Cost competitiveness of Indian Industry' through a holistic approach to 'managing costs' in a business.

CII conceptualized and pioneered 'Total Cost Management' (TCM) and for over 2 decades now 100 businesses have participated and accrued astonishing results.

**The general principles of TCM are business strategy linked cost management, enterprise linked ownership and efficiency drive across entire value chain.**

**Date: 2-3 August, 2019**

**Venue: Mumbai, SPJIMR**

## What is TCM?

In a competitive business world 'recognizing and overcoming the cost pressures' is vital for balancing growth and profitability.

Conventional approach to addressing costs akin to creating annual cost goals, line item cost focus (GL based approach), factory focused cost efforts, finance lead cost-ownership and cost pareto do not synch with perpetual cost pressures emerging in businesses.

**'TCM is an enterprise level philosophy with governance, policy and strategic dimensions. It is a company-wide systematic and structured approach, which provides a holistic framework to control, reduce and eliminate costs throughout the value chain.'**

Embedding TCM in businesses enable creation and sustainability of 'cost advantage' through viable formulation of cost strategy and building viable business models.

Application of advanced TCM tools enable, robust cost measurement mechanism, creating ideal product and customer portfolio essentially help businesses to drive cost excellence and sustained profitability models.

## Who Should Attend?

CXOs including COO, CMO, CFO and CTO

Heads of Supply Chain, Marketing, Operations, Design, Maintenance, Customer Service

Functional Heads



## Programme Content & Outline

Embedding 'TCM' across business is key to trigger 'cost competitive journey'.

Sensitizing leadership on strategic dimension to cost, embedding cost economics into the business strategy, configuring a resource efficient value chain in business and chartering PTP (Path to Profitability) in the portfolio offering are key to creating cost competitive advantage.

USP: The real USP of the program is content enabled by successful case study presentations by the varied companies themselves on various cost themes.

CEO dinner interaction and business trip for the participants to get direct inputs through QA from the stakeholders

The program familiarizes the participants on 'strategy linked TCM approach, business context linked cost pressures, awareness on advanced cost management tools and TCM Framework Version 0.

## Key benefits and takeaways

TCM philosophy for institutionalized mechanism of addressing profitability challenges, driving multi-functional cost ownership, creating structural, strategic and tactical methodologies for addressing cost pressures in business.



Addressing Profitability Challenges



Driving Multi-functional Cost Ownership



Strategic Cost Management



Addressing Competitive Pressures

## Programme Pedagogy

Lectures, presentations, case studies will enable participants understand and apply TCM in their business.

**Fee : INR 50000 + Taxes**

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## Programme Director



### Dr. Rajiv Agarwal

Professor, Family Business and Strategy  
Programme Head, Owners Management Program  
Programme Head, Women's Management Program  
Head, Strategy Group, SPJIMR

He has doctoral degree from, Birla Institute of Science and Technology, (BITS Pilani)

Dr. Rajiv has over 20 years of experience as an entrepreneur in own family business.

He has worked with families on succession, strategic business planning, family offices and wealth management.

Dr. Rajiv has conducted various MDPs, Workshops on strategy and family businesses. He successfully steered a consulting project with Gas Authority of India Ltd (GAIL), (USD8 billion companies) for knowledge management.

His areas of Competence and Interest are;

- Family Business
- Strategy
- Entrepreneurship
- Technology

