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Pricing Methods. To set the specific price level that achieves their pricing objectives, managers may make use of several pricing methods. These methods include: Cost-plus pricing - set the price at the production cost plus a certain profit margin. Target return pricing - set the price to achieve a target return-on-investment.

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Pricing a product is one of the most important aspects of your marketing strategy. Generally, pricing strategies include the following five strategies.



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Cost-plus pricing —simply calculating your costs and adding a mark-up  
Competitive pricing—setting a price based on what the competition charges

## **The 5 most common pricing strategies | BDC.ca**

Pricing Strategies Geographical pricing  
(Cash. Counter trade. Barter).

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Geographical pricing involves the company in deciding how to price... Price discounts and allowances. The role of discount Offering discounts can be a useful tactic in response to aggressive... Promotional Pricing strategies. ...

**Pricing strategies, Pricing strategy,  
What are strategies ...**

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10 different pricing strategies for your small business to consider. As we've just identified, project management and strategic, actionable decisions go into setting the price of a product. Here are ten different pricing strategies that you should consider as a small business owner. 1. Pricing for market penetration

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When Sony introduced the first consumer VCRs in the 1970s, the retail price exceeded \$1,000. Within a few years the price dropped well below \$500. This is an example of: A) skimming strategy. B) penetration strategy. C) cost-based strategy. D)

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## **Chapter 11 Flashcards | Quizlet**

A market penetration pricing strategy calls for setting price levels that are high enough to quickly build market share.

## **Chapter 11 Flashcards | Quizlet**

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Penetration pricing: this strategy provides you the opportunity to set a low initial price on a new product or service to gain high sales or market share. Once this point is reached, the prices are increased to normal pricing levels.

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A pricing strategy is a method for determining the optimum price of a product or service. The Pricing Strategy Matrix describes four of the most common strategies by mapping price against quality. The matrix quadrants show: Economy Pricing – Setting a low price for low-quality goods.

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**The Pricing Strategy Matrix -  
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Establishing Price Structures

!!The most common and simplest  
method of setting prices !!Data readily  
available !! Setting prices based on costs  
and desired profit margin !! Focus on  
seller's cost (price floor)" Cost-based  
pricing Source: Hinterhuber, 2008;  
Myers et al., 2002; Simon et al., 2003



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## **INTRODUCTION TO THE PRICING STRATEGY AND PRACTICE**

As you can see from the overview of the top house pricing strategies, setting the perfect asking price for your home is part art, part science, part psychology — and 100% necessary for a successful home sale. Understand how your home

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compares to the competition, aside from the wonderful memories it holds.

## **6 Go-To House Pricing Strategies From Top Agents**

The three major pricing strategies are cost-based pricing, competition-based pricing, and customer driver or customer value-based pricing. Customer-driven

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