

PRICING
Monday January 11, 2016

- ▶ Chocolate bar
- ▶ Bottle of pop
- ▶ Lunch (if you were going out)
- ▶ Pair of jeans
- ▶ Hat
- ▶ Wallet

HOW MUCH WOULD YOU PAY?

- ▶ The value of a good or service in monetary terms.
- ▶ Price may also be expressed in non-monetary terms.
- ▶ Oldest form of pricing is the

WHAT IS PRICE?

- ▶ Value is parallels anticipated satisfaction of a customer.
- ▶ Forms of prices include;
 - ▶ The amount paid for a service.

- ▶ Earning profit
- ▶ Gaining market share – percentage of sales volume of entire market
- ▶ Meeting competition

GOALS OF PRICING

- ▶ 1. Costs and expenses
- ▶ 2.
- ▶ 3. Consumer perceptions
- ▶ 4.

FACTORS AFFECTING PRICING
