

Product Pricing

Your Company Name

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Production & Operation Cost Analysis

Cost Item	\$/Year	%
Raw Materials	2,203,000	32.66
Labor-Dependent	1,584,000	23.47
Equipment-Dependent	1,817,000	26.92
Laboratory/QC/QA	238,000	3.52
Consumables	0	0.00
Waste Treatment/Disposal	906,000	13.42
Utilities	0	0.00
Transportation	0	0.00
Miscellaneous	0	0.00
Advertising And Selling	0	0.00
Running Royalties	0	0.00
Failed Product Disposal	0	0.00
Total	6,747,000	100.00

Cost Benefit Analysis Chart



	Year 0	Year 1	Year 2	Year 3	Year 4
Costs					
Increase Salary	-	-	-	-	-
TC	-	-	-	-	-
Operating Cost	-	-	-	-	-
Loss of Sales & Salary	-	-	-	-	-
Total	-	-	-	-	-
Benefits					
Gross Profit Increase	-	-	-	-	-
Reduced Costs	-	-	-	-	-
Total	-	-	-	-	-



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Marketing & Launch Cost Analysis

Cost Benefit Analysis

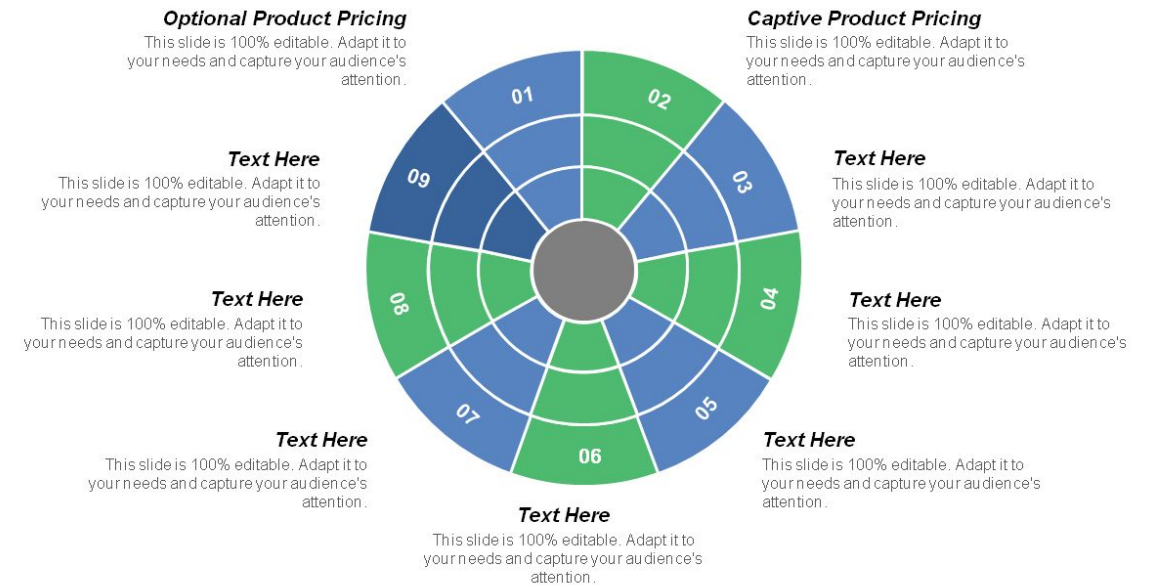
Media Tactic	Cost	Benefit
Event	\$50,000	<i>Approximately 40,000 students attend a college 1</i>
Guerrilla Marketing	\$40,000	<i>Approximately 130,000 people will be exposed 1,3</i>
Social Media	So (FREE)	<i>Approximately 1 billion accounts exist 2,3</i>
Pay With a Tweet	\$8,000	<i>Approximately 175 million people worldwide have a twitter account 3</i>
Promotional Video	\$3,000	<i>You Tube is used 30 billion minutes per month</i>

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Pricing Strategy for Products

- Pricing becomes a deliberate process when the company strategy dictates both the set of product features and the value customers associate with them.
- Cost-plus and value-based pricing are two pricing strategies.

Optional Product Pricing Captive Product Pricing Product Pricing



- A pricing strategy considers, segmentation, ability to pay, market conditions, competitor actions, trade margins, and input costs.
- It is aimed at specific customers as well as competitors.



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→ **Non-price competition** is a marketing strategy in which "one firm attempts to distinguish its product or service from competing products through attributes such as design and workmanship."

Business Product Pricing PowerPoint Template



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- The use of a core product in a market to provide end products for specific customers is referred to as a **Competency and Product/Market combination**.
- A core product is an application of one or more core competencies that serves as a bridge between the core competency and the end products or services.

Product Competencies

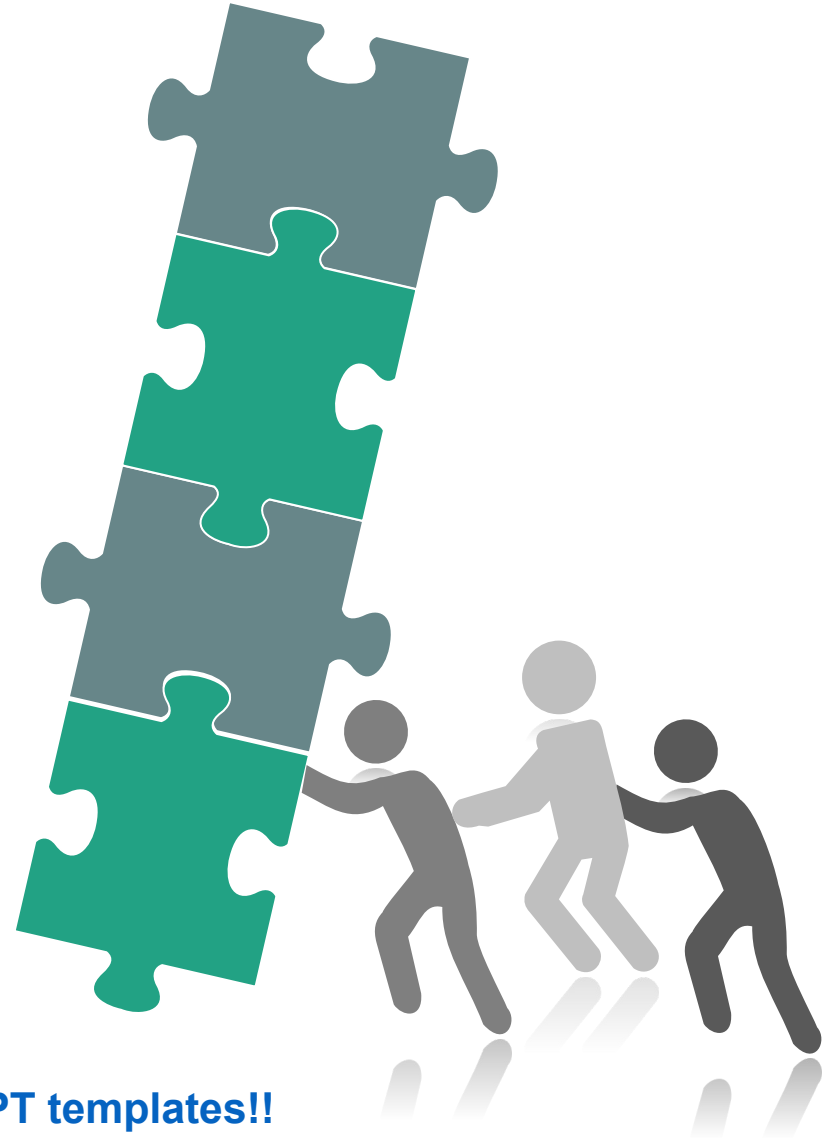
Competencies / Capabilities	Your Product 1	Competitor Product 1	Your Product 2	Competitor Product 2
 Product Innovation	Your Text Here	Your Text Here	Your Text Here	Your Text Here
 Price Level	Your Text Here	Your Text Here	Your Text Here	Your Text Here
 Brand Recognition	Your Text Here	Your Text Here	Your Text Here	Your Text Here
 Distribution Network	Your Text Here	Your Text Here	Your Text Here	Your Text Here
 After Sales Service	Your Text Here	Your Text Here	Your Text Here	Your Text Here
 Promotion/ Public Relation	Your Text Here	Your Text Here	Your Text Here	Your Text Here

High Above Average Average Weak Lowest

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What are the pricing strategy stages?

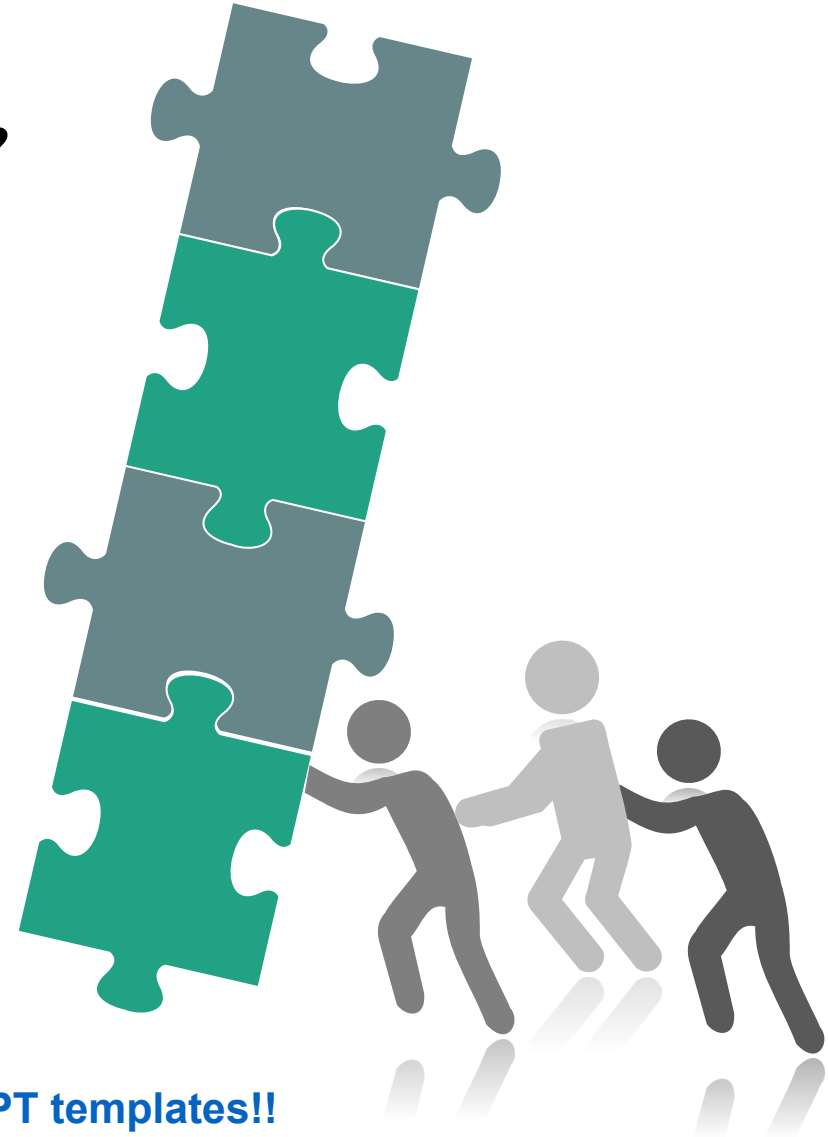
- Create a marketing strategy.
- Make decisions about the marketing mix.
- Calculate the demand curve.
- Determine the cost.
- Recognize environmental factors.
- Establish business objectives.
- Determine your pricing.



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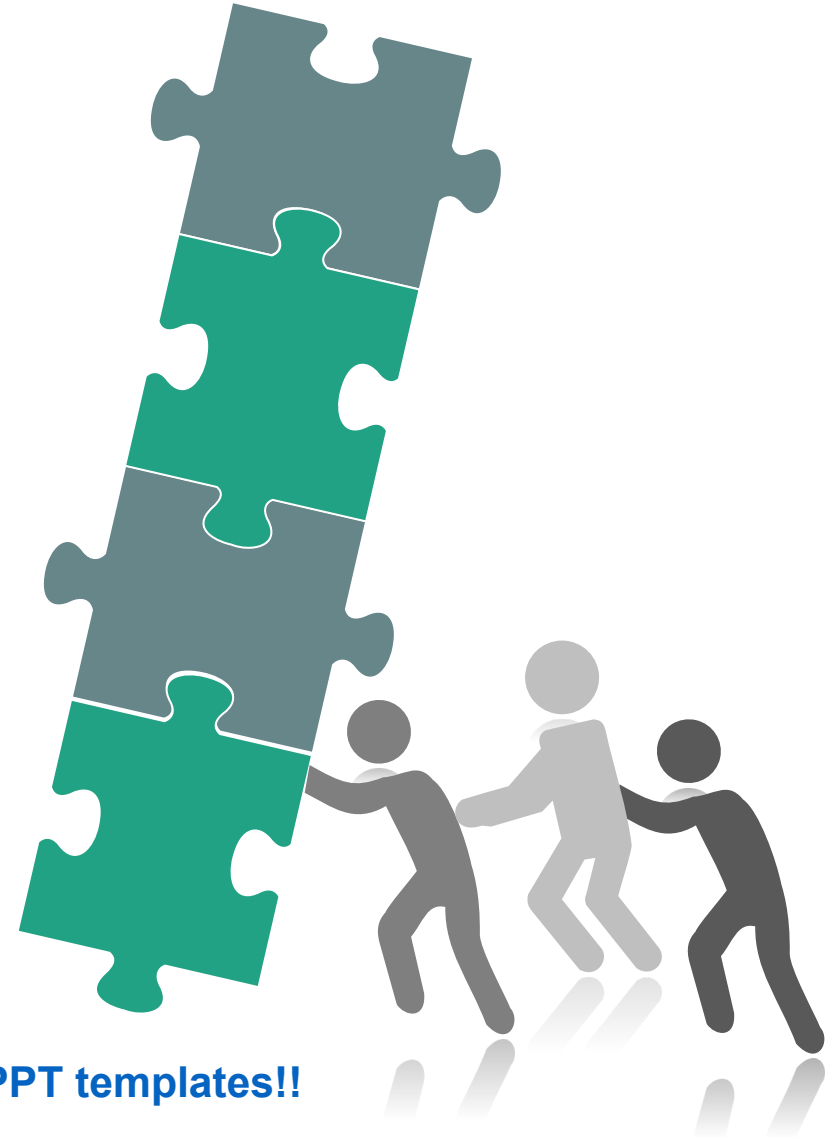
What are the Advantages of a Good Pricing Strategy?

- Value symbolism: Consumers tend to associate lower-priced products with cheap, sometimes shoddy, production values. Higher-priced products are typically associated with higher value.
- Bring in buyers: A customer may be unable to afford a product if the price is too high.



What is the concept of non-price competitive advantage?

- Non-price competition refers to attracting customers and increasing sales through superior product quality, a unique selling proposition, a great location, and excellent service rather than lower prices.
- It allows brands to stand out and attract new customers.



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