



# Pricing strategies

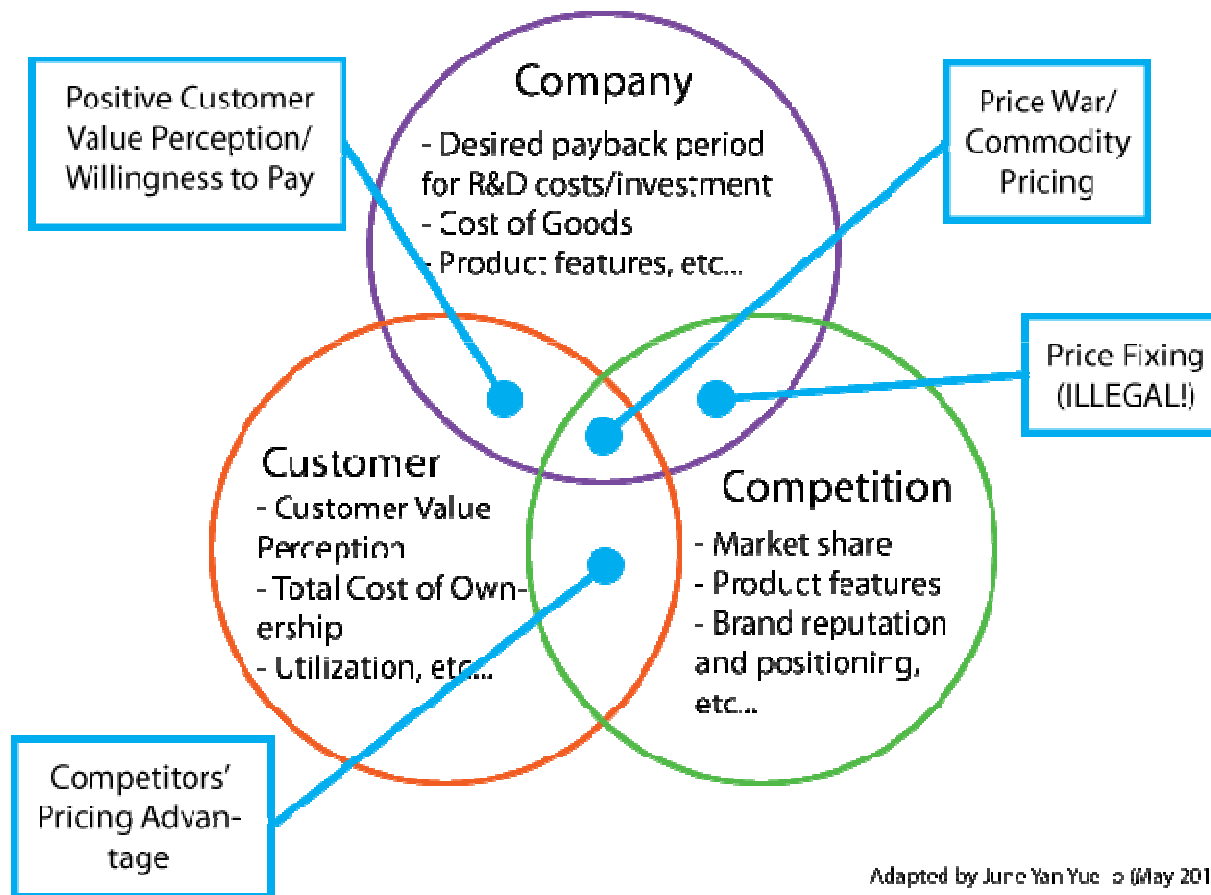
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# 3C's & Pricing strategy

## 3 C's of Marketing: Pricing Considerations



Adapted by Jure Yan Yue © (May 2012)

● ● ● | 3 levels of pricing strategy

## Three Levels of Pricing Management



### Issues

- Profile current supply & demand
- Model expected future trend
- Determine impact on overall industry price level

### Set optimal list price to

- Maximize profit
- Maintain competitive position

### Decide exact price for specific Customer subject to:

- Discounts/Rebates
- Allowances/Adjustments

### To Look For

- Underlying drivers of capacity
- True nature of demand
- Threats from substitute products

- Value proposition vs. competition
- Customers perception of benefits
- Price elasticity & its variability

- Full range of price components
- Width of price variations
- Source of price variation
- How customer compare price?

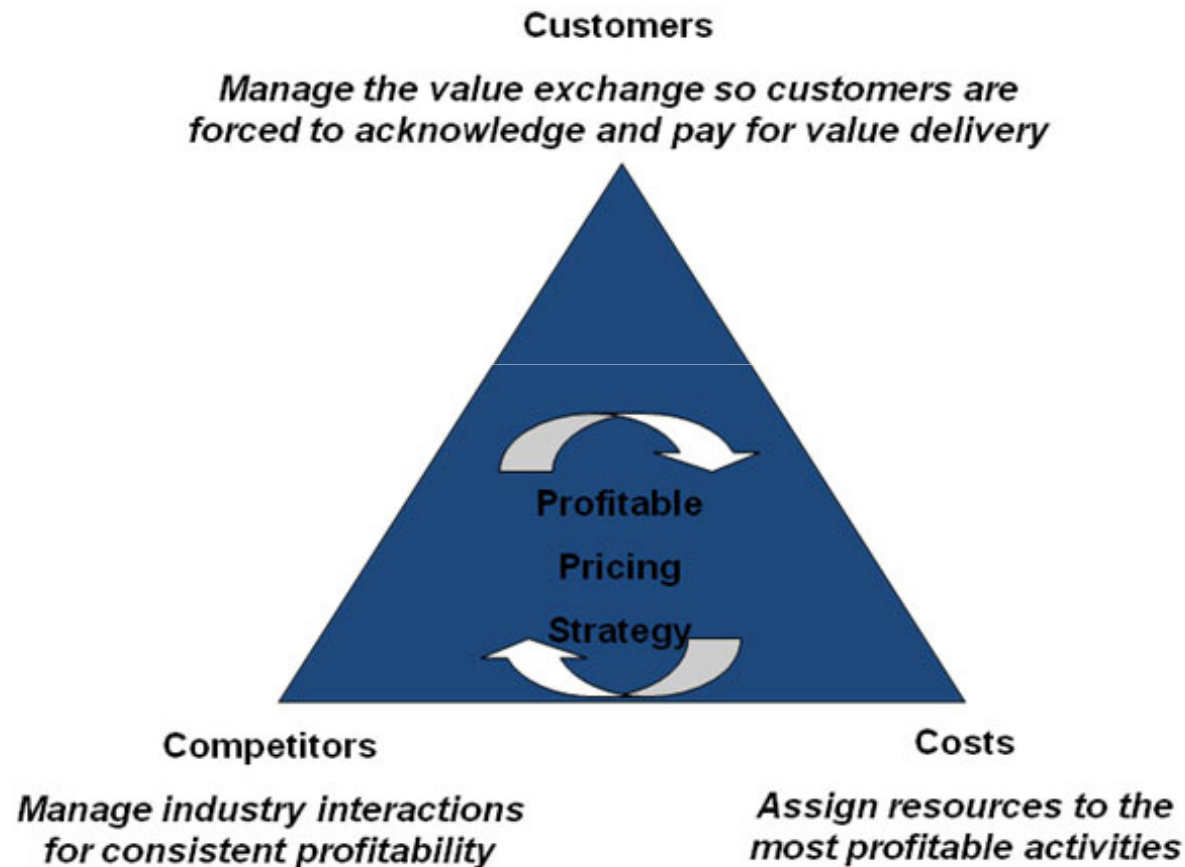


# Optimal price and market research



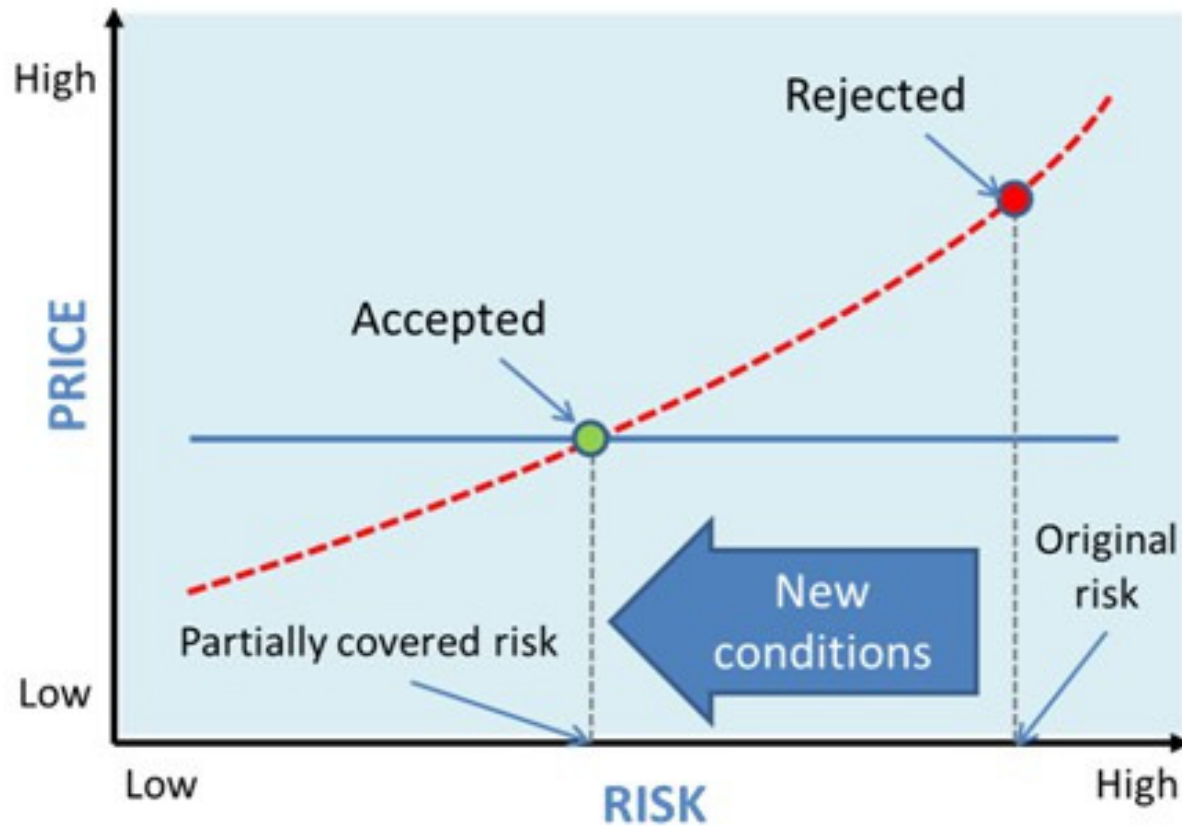


# Profitable pricing strategy



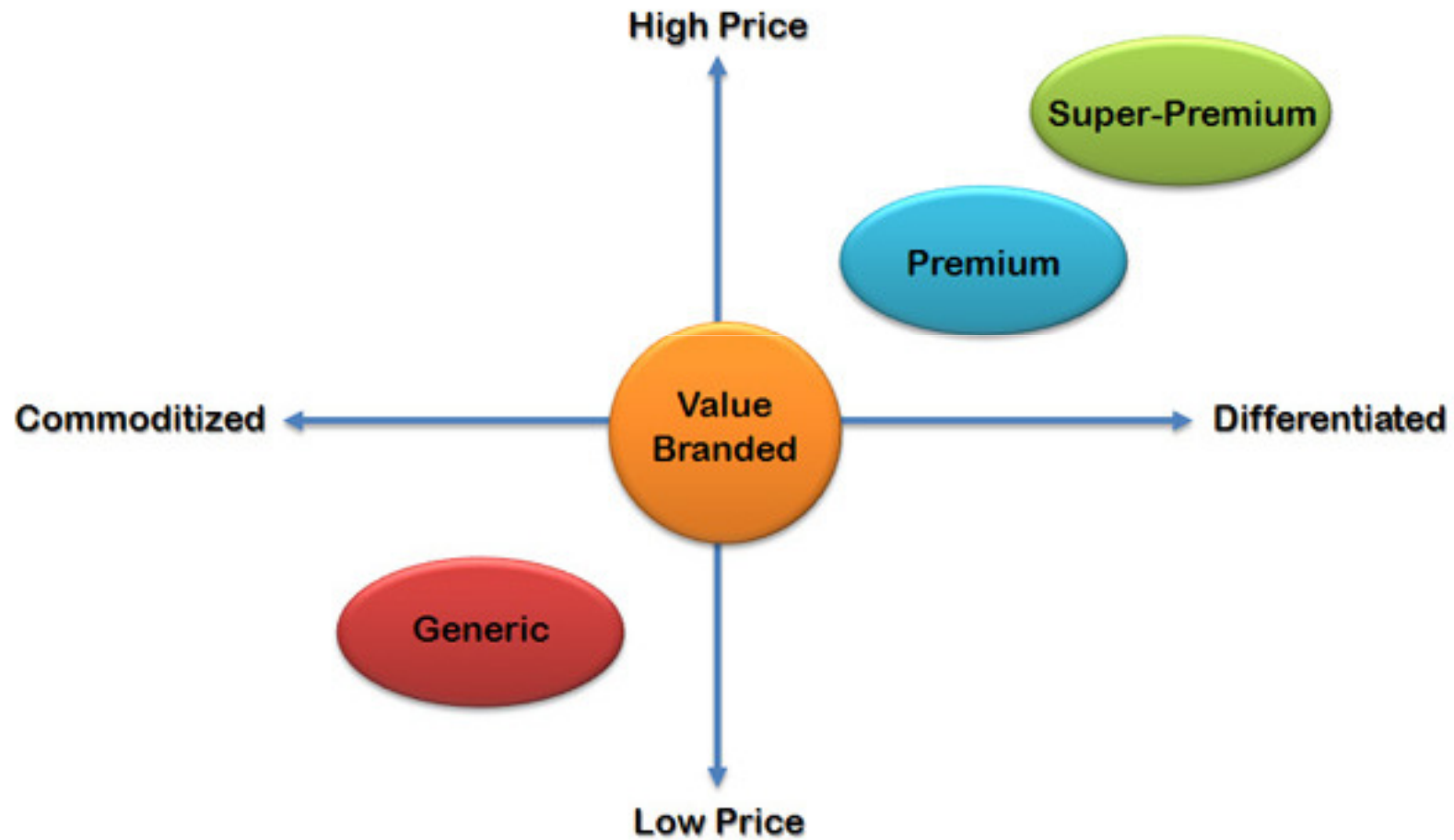


# Risk-based pricing strategy



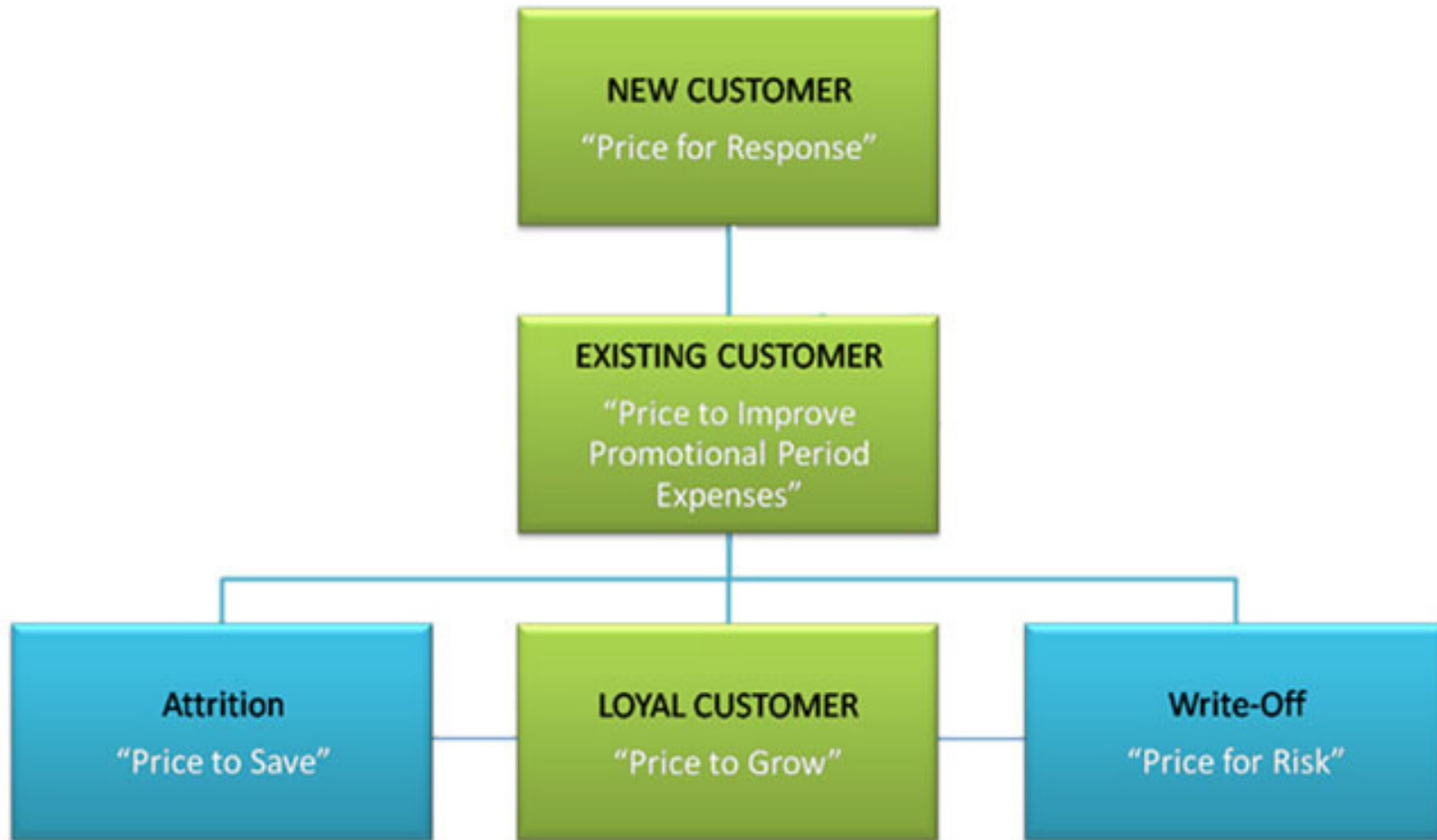


# Balancing the Pricing Strategy



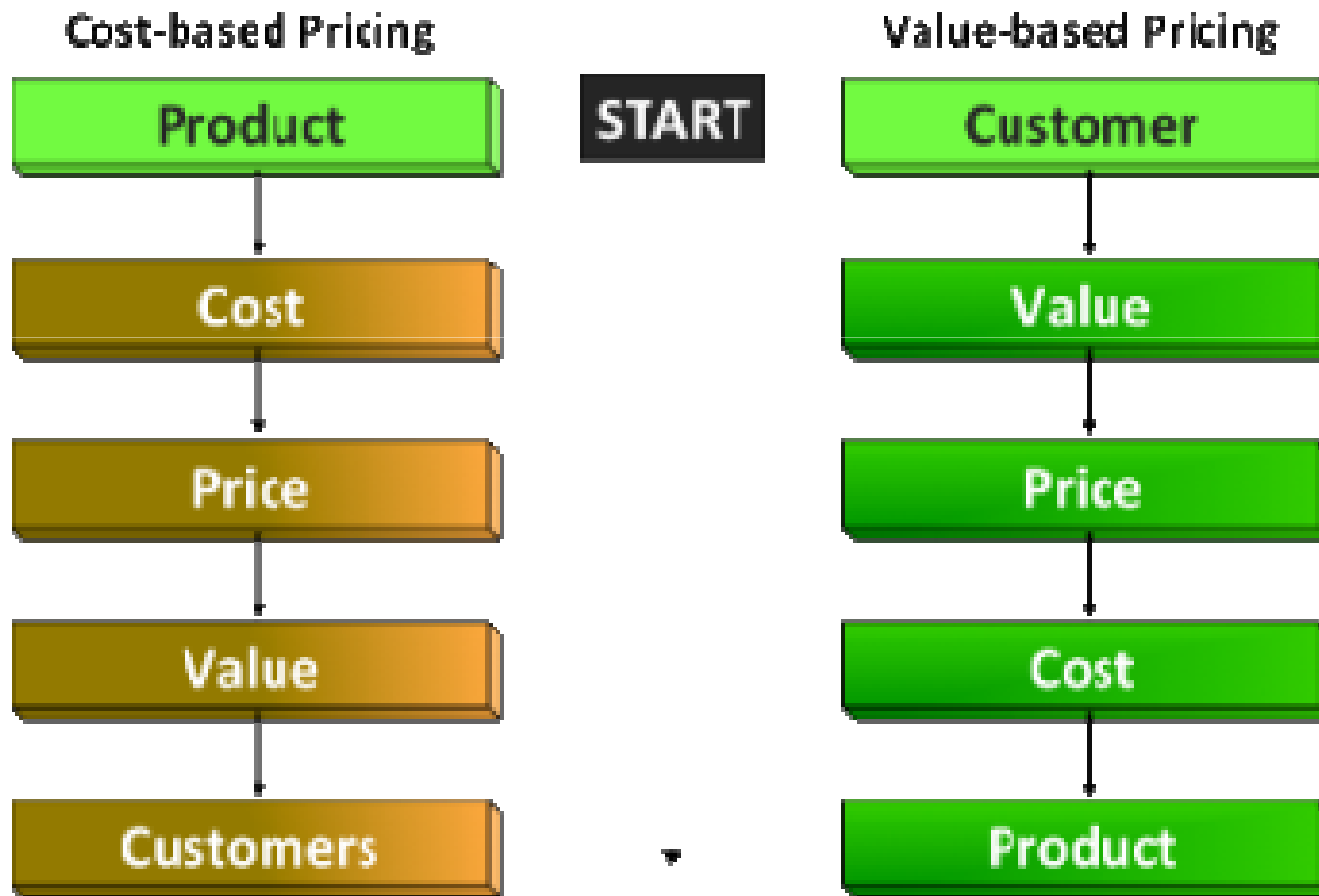


# Targeted and different pricing strategies





# Cost vs. Value - Based Pricing





## Zaključak

- "Nađi vremena za rad, rad je cijena uspjeha."
  - *Irska narodna mudrost*
- "Usuditi se: to je cijena napretka".
  - Victor Hugo



Hvala na ukazanom povjerenju !

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