

| Pricing strategy    |
|---------------------|
| Cost plus pricing   |
| Competitive pricing |
| Value-based pricing |
| Price skimming      |
| Penetration pricing |
| Premium pricing     |

| Definition                                                       |
|------------------------------------------------------------------|
| Set a low starting price and increase it as demand grows.        |
| Set the price based on customers' opinions.                      |
| Calculate the cost and add a profit to set the price.            |
| Set a high price so customers think the product is high quality. |
| Set a price that is similar to competitors' prices.              |
| Set a high price and reduce it as demand decreases.              |

What kind of pricing strategy you will opt for at Everything Emirates?

Why do you think this type of pricing will be good for Everything Emirates?

## Everything Emirates Product and Pricing

