AB_TASK2_Pricing Strategy _Grade 10 Name -

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?

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Everything Emirates Product and Pricing

















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