Name: **Pricing Strategies worksheet**

Match the pricing strategies with the correct definition

Pricing Strategies	**Definitions**
Cost plus pricing	Set a price based on customers opinion
Market based price	Setting the price based on consumers expectation
Penetration pricing	Set a price that is similar to competitor's price
Skimming price	Set the price based on what competitors are charging
Psychological pricing	Set a high price for a new product
Value based price	Set a high price so customers think the product is of high quality
Competitive pricing	Set the price by adding a mark up
Premium pricing	Set a low starting price for a new product and increase as sales grow

LIVEWORKSHEETS