

Pricing strategy	Definition
Cost plus pricing	Set a low starting price and increase it as demand grows.
Competitive pricing	Set the price based on customers' opinions.
Value-based pricing	Calculate the cost and add a profit to set the price.
Price skimming	Set a high price so customers think the product is high quality.
Penetration pricing	Set a price that is similar to competitors' prices.
Premium pricing	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



**LIVE** LIVeworksheets