

Price

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Internal factors

- the company's goal to increase revenue
- and remain in the market in the top

4p

- For example 4p may affect our prices differently
- 1) product - the quality is not always at the level, because it massmarket,
- 2) Price - if it is lower or higher than those of competitors, or discounts
- 3) Promotion - is advertising in social networks or on TV
- 4) Place- in the different regions will have different prices, such as in the center can be more expensive than in other regions

Cost

Fix

Rent premises in the main carried out in shopping malls

Variable

Wages paid to employees each month, as well spending will be on materials for products

External

- our product is considered to be elastic, as if to raise the price of our product buyers will switch to competitors' products .
- our prices will always be dependent on any factors, since a lot of competitors in the market.

Methods

- Not income – not loss
- We must always remain in the top of the market, create new products, promote products wherever possible

Decision for final prices

- 1) different prices (place)
- 2) competitive prices (skimming)
- 3) assortment (price line)
- 4) promotion (discounts)

Strategy

- 1)Market shimming price
- 2)Market penetration
- 3)Strategy of diff price