

PART 11 – PRICING STRATEGIES



NEW PRODUCTS PRICING STRATEGIES



**MARKET-
SKIMMING
PRICING**
MENETAPKAN HARGA AWAL
YANG TINGGI



**MARKET-
PENETRATION
PRICING**
Perusahaan menetapkan harga awal yang rendah
menembus pasar dengan cepat dan dalam-
untuk menarik sejumlah besar pembeli dengan
cepat dan
memenangkan pangsa pasar yang besar



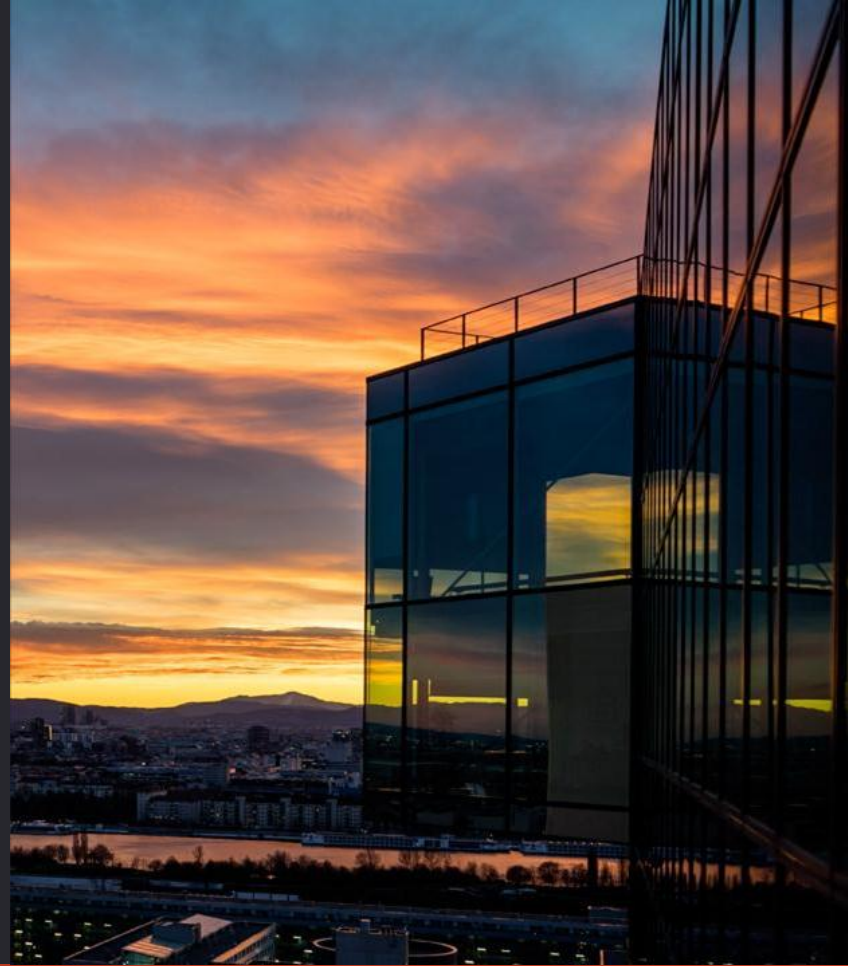
PRODUCT MIX PRICING STRATEGIES

PRODUCT LINE PRICING

Dalam LINE PRICING terdapat berbagai layanan atau product yang disediakan dimana perbedaan harga menentukan tingkat pelayanan atau product.

Optional PRODUCT PRICING

Perusahaan menjual produk utama mereka dengan menawarkan pilihan atau aksesoris tambahan.



CAPTIVE-PRODUCT PRICING

Perusahaan membuat produk yang harus digunakan bersama dengan produk utama yang telah di beli.

BY-PRODUCT PRICING

PRODUK YANG TERCIPTA DARI PRODUK SAMPINGAN YANG RENDAH NILAINYA DAN MEMBUTUHKAN BIAYA YANG MAHAL UNTUK NMENYINGKIRIKANNYA.

PRODUCT BUNDLE PRICING

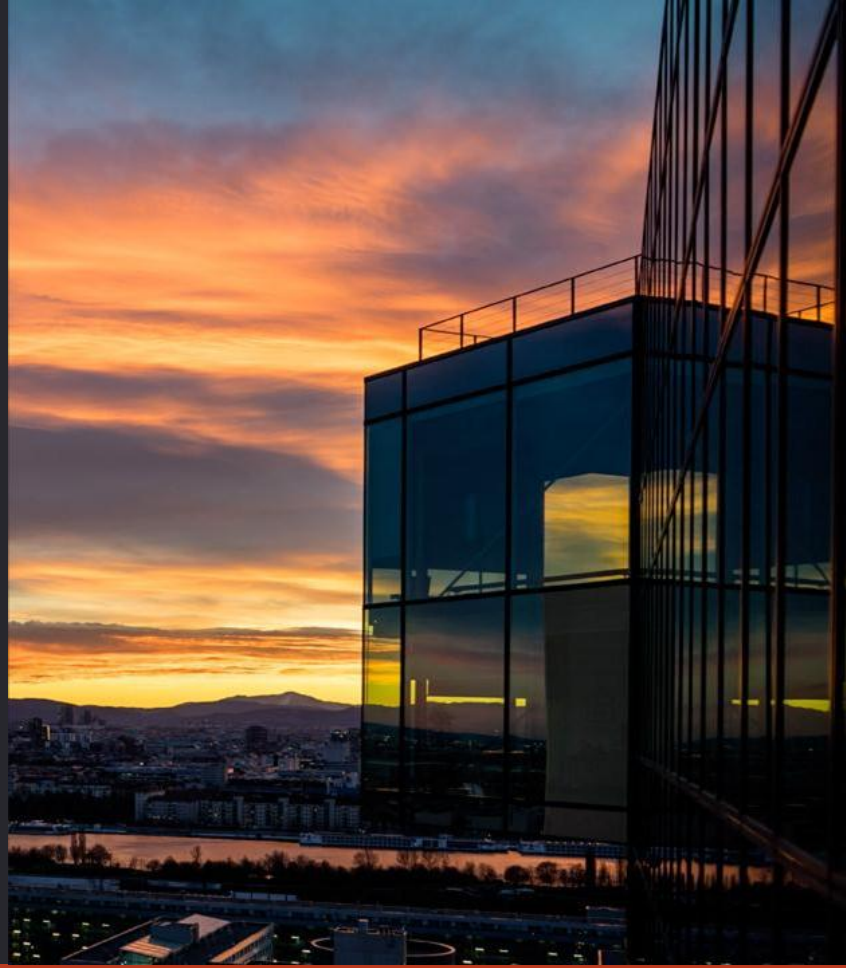
MENGGABUNGGKAN BEBERAPA PRODUK MENJADI SATU
DAN MENUALNYA SEBAGAI SATU BUNDLE DENGAN
HARGA YANG RELATIF MURAH

PRICES ADJUSTMENT STRATEGIES

menyesuaikan harga dasar mereka untuk memperhitungkan
berbagai perbedaan pelanggan dan mengubah situasi

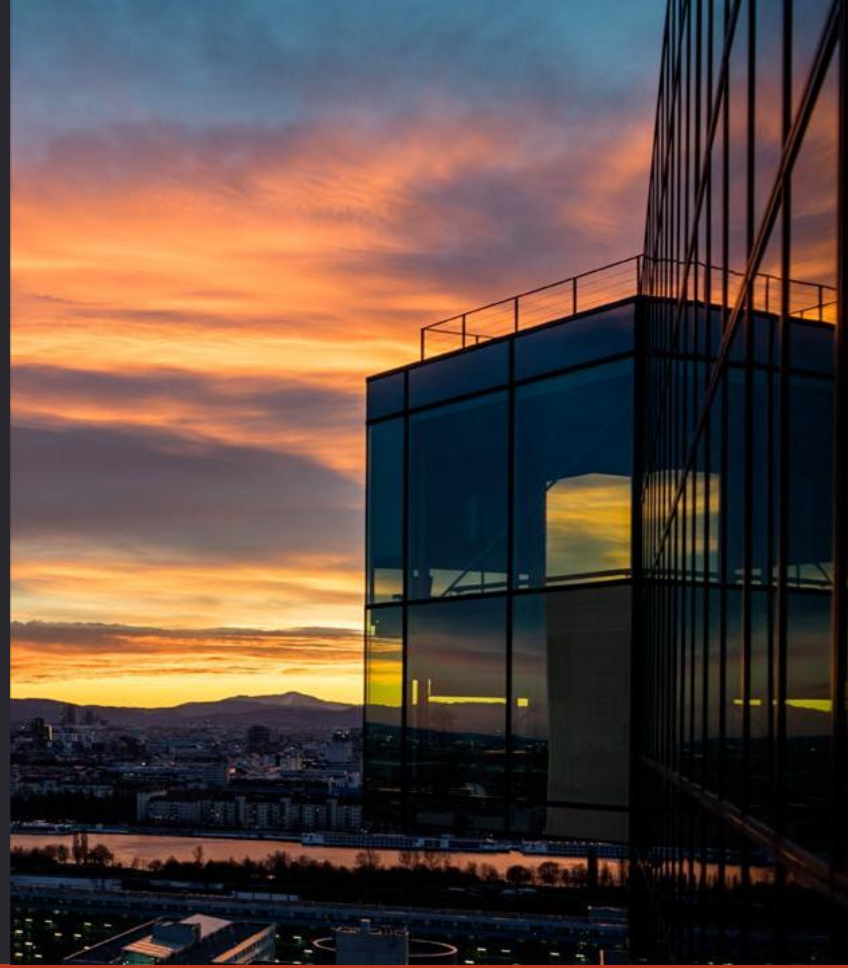
SEGMENTED PRICING

Selling a product or service at two or more prices, where the difference in prices is not based on differences in costs



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- Psychological Pricing

Pricing that considers the psychology of prices and not simply the economics; the price is used to say something about the product.

- Promotional Pricing

Temporarily pricing products below the list price, and sometimes even below cost, to increase short-run sales.

■ Geographical Pricing

Setting prices for customers located in different parts of the country or world.

1. FOB-origin pricing

A geographical pricing strategy in which goods are placed free on board a carrier; the customer pays the freight from the factory to the destination.

2. Uniform-delivered pricing

A geographical pricing strategy in which the company charges the same price plus freight to all customers, regardless of their location.

3. Zone pricing

A geographical pricing strategy in which the company sets up two or more zones. All customers within a zone pay the same total price; the more distant the zone, the higher the price.

4. Basing-point pricing

A geographical pricing strategy in which the seller designates some city as a basing point and charges all customers the freight cost from that city to the customer.

5. Freight-absorption pricing

A geographical pricing strategy in which the seller absorbs all or part of the freight charges in order to get the desired business.

- Dynamic and Internet Pricing

Adjusting prices continually to meet the characteristics and needs of individual customers and situations.

- International Pricing

Companies that market their products internationally must decide what prices to charge

Initiating Price Changes

In some cases, the company may find it desirable to initiate either a price cut or a price increase. In both cases, it must anticipate possible buyer and competitor reactions.

Initiating Price Cuts

- excess capacity
- to dominate the market

Initiating Price Increases

- Inflation
- over-demand

Reactions to Price Changes

- Buyers
- Competitor

Public Policy and Pricing

- Companies usually are not free to charge prices as they wish
- Companies must consider broader societal pricing concerns

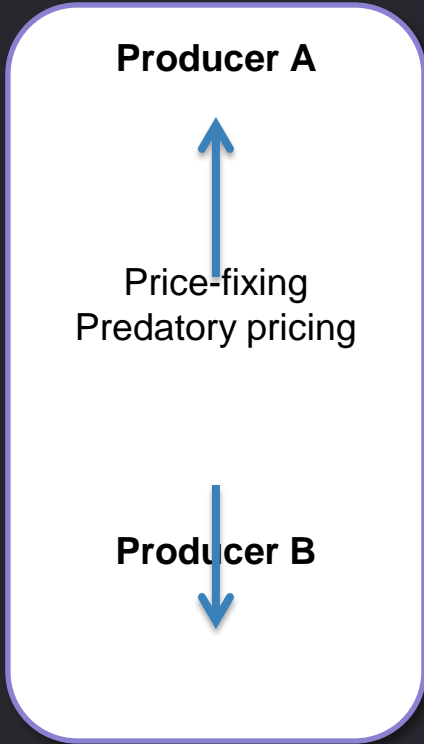
Pricing within Channel Levels

- The legislation on price fixing: Sellers must set prices without talking to competitors
- The government does not accept any excuses for price fixing
- Companies found guilty of these practices can receive heavy fines

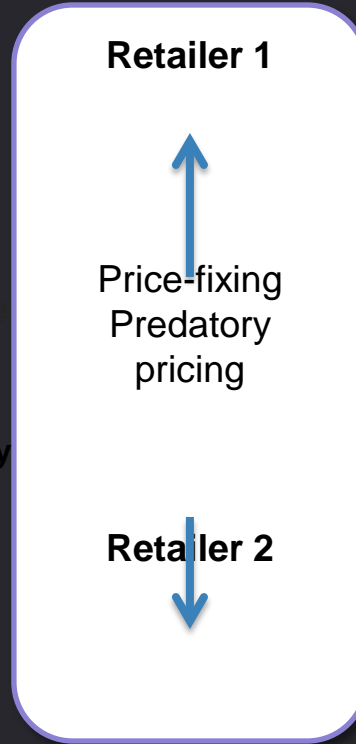
Pricing within Channel Levels

- Sellers are prohibited from using predatory pricing

Major public policy issues in pricing take place at two levels: pricing practices within a given channel level

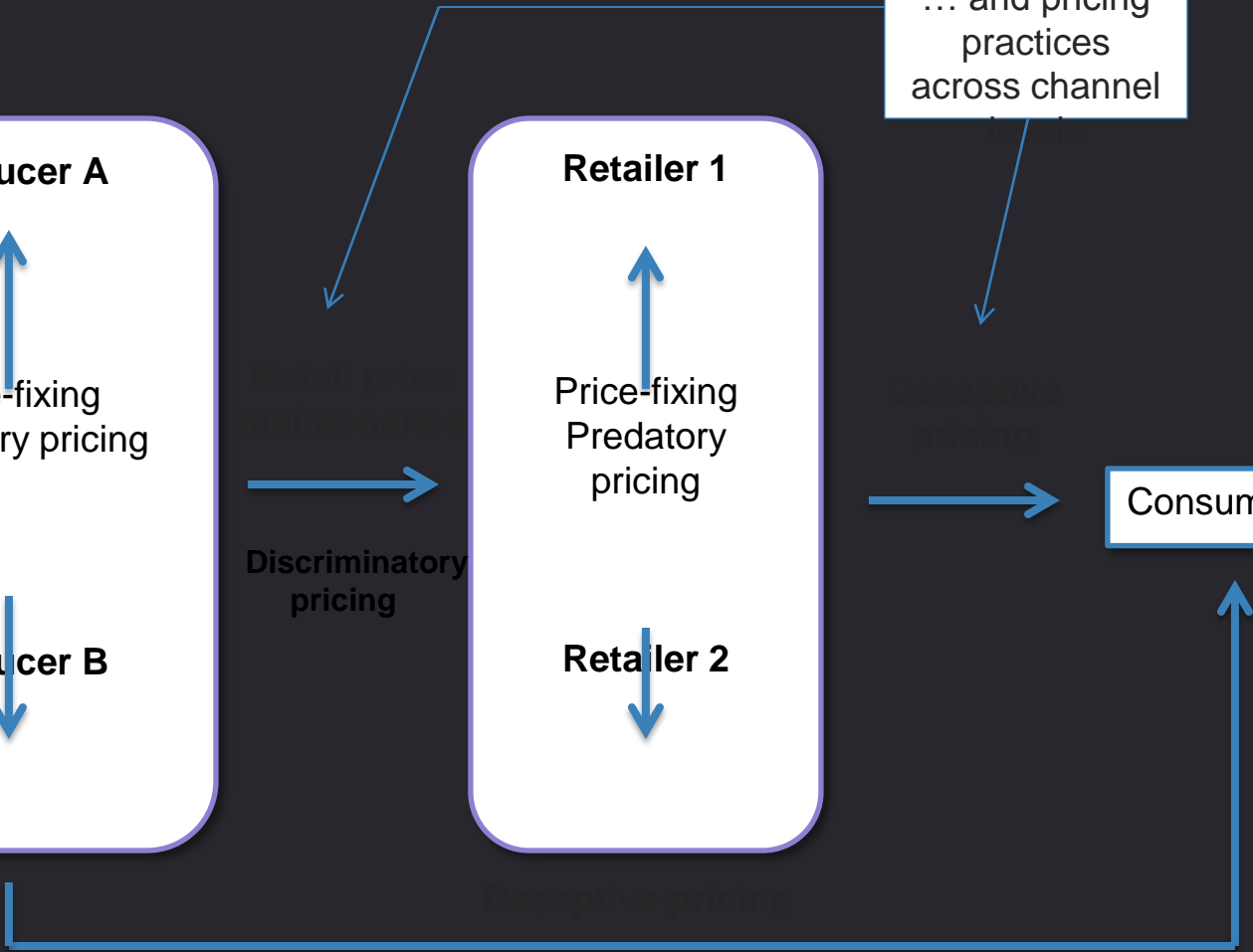


Discriminatory pricing



... and pricing practices across channel

Consumers



Pricing across Channel Levels

The Robinson-Patman Act, which seeks to prevent unfair price discrimination by ensuring that sellers offer the same price terms to customers at a given level of trade

- The seller can also discriminate in its pricing if the seller manufactures different qualities of the same product for different retailers
- Retail (resale) price maintenance is also prohibited
- Deceptive pricing

The Federal Trade Commission's "Guides against Deceptive Pricing" warn sellers not to advertise :

1. A price reduction unless it is a savings from the usual retail price
2. "Factory" or "wholesale" prices unless such prices are what they are claimed to be
3. Comparable value prices on imperfect goods

- Scanner fraud

THANKS!

ANY QUESTIONS?

