

Price -Value

Purpose

The purpose is to make preliminary considerations about the conditions for setting prices on products and services

Output

General survey over different possible models for pricing products and services.

Activities

A reflective exercise:

1. What would the price be if it was based on my costs?
2. What would the price be if it was based on the value the products or the services imply by the customers?
3. How would I price my products and services?