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## ESSENTIAL TIPS

### FOR CRAFTING A

# STRONG PRICING STRATEGY



## 1 Analyze Competitor Pricing:

Stay competitive with market insights.

## Calculate Cost of Goods:

### 2

Ensure profitability by knowing production costs.



## 3 Assess Customer Demand:

Find pricing sweet spots through market research.

## Gauge Perceived Value:

### 4

Justify prices with unique selling points.



## 5 Adapt to Market Conditions:

Find pricing sweet spots through market research.



## Manage Labor Costs:

### 6

Optimize productivity while controlling expenses.



## 7 Account for Additional Overhead:

Consider hidden costs for accurate pricing.

