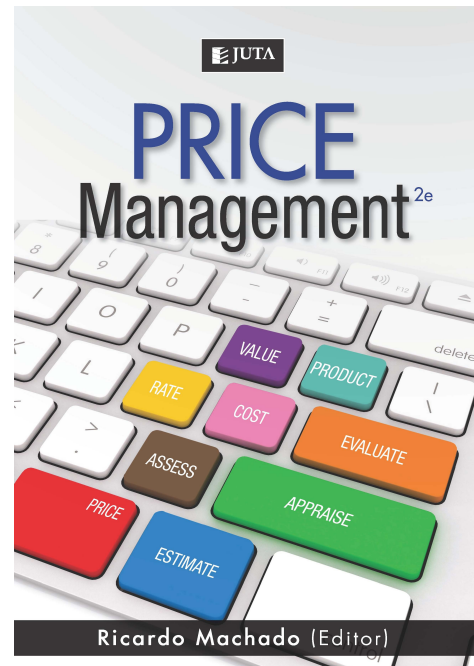


Price Management

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About this Publication:

This revised and updated second edition of *Price Management* focuses on the basics of pricing and conveys the choices and strategies surrounding price in a concise and practical manner. South African examples help illustrate the discussions, and the topics have been updated to reflect the current realities of the markets.

Key Topics

- The role of pricing in an organisation
- The relationship between value and pricing
- The role of pricing in a marketing mix
- The different pricing models and strategies
- Constraints affecting pricing
- Estimating demand and revenue relationships
- Understanding and setting pricing objectives
- Selecting an appropriate pricing level
- Setting a list or quoted price
- Adjusting a quoted price.

Contents Include:

Chapter 1: The nature and role of pricing in the organisation

- 1.1 Pricing
- 1.2 Common pricing mistakes
- 1.3 The importance of price to the consumer
- 1.4 The importance of price in the economy
- 1.5 The importance of price in an organisation

Summary

References

Chapter 2: Value

- 2.1 Value in consumer and organisational markets
- 2.2 The difference between cost-based and value-based methods in determining price
- 2.3 The different views of value
- 2.4 How costs and value are compared
- 2.5 Factors affecting the evaluation of price
- 2.6 How do consumers arrive at their perceptions of price?

Summary

References

Chapter 3: The role of pricing in the marketing mix

- 3.1 The role of pricing in the marketing mix
- 3.2 Pricing strategies in relation to the product offer
- 3.3 The role of pricing within product strategy
- 3.4 The role of pricing within promotion strategy and pricing
- 3.5 The role of pricing within distribution strategy
- 3.6 The influence of e-commerce on pricing strategies
- 3.7 The use of price in the positioning strategy

Summary

References

Chapter 4: The pricing model

- 4.1 The pricing model
- 4.2 Internal factors that influence pricing decisions
- 4.3 External factors that affect pricing decisions
- 4.4 Steps to develop prices of new products
- 4.5 Types of pricing objectives
- 4.6 Pricing strategies based on cost
- 4.7 Pricing strategies based on value
- 4.8 Pricing strategies based on competition

Summary

References

Chapter 5: Identifying pricing constraints

- 5.1 Pricing constraints
- 5.2 Marketing decisions affecting the setting of price

Summary

References

Chapter 6: Estimating demand and revenue relationships

- 6.1 Understanding supply and demand
- 6.2 Price elasticity
- 6.3 Factors affecting price sensitivity
- 6.4 Estimating revenue
- 6.5 Costs, marginal analysis and volumes
- 6.6 Break-even analysis

Summary

References

Chapter 7: Pricing objectives

- 7.1 Types of pricing objectives
- 7.2 Profit-oriented objectives
- 7.3 Sales-oriented objectives
- 7.4 Status quo objectives

Summary

References

Chapter 8: Selecting an approximate price level

8.1 Cost-based pricing

8.2 Profit-based pricing

8.3 Demand-based pricing

8.4 New-product pricing strategies

8.5 Competition-based pricing

Summary

References

Chapter 9: Setting the list or quoted price

9.1 The three Cs model

9.2 Considerations in choosing a final price

9.3 Other influences on final price

Summary

References

Chapter 10: Adjustments to the list (or quoted) price

10.1 The importance of price adjustments

10.2 Price structures

10.3 Special price adjustments

10.4 Price differentials

Summary

References

Of Interest and Benefit to:

Aimed mainly at commerce and marketing students, entrepreneurs and business owners, Price Management 2e provides a sound introduction to the science of pricing.