



Pricing Strategy

1. Competitive analysis
2. Cost based pricing
3. Value based pricing

Increase Qty

Segment by customer base

		Products	
		Present	New
Markets	Present	Market Penetration	Product Development
	New	Market Development	Diversification

Decrease Costs

Draw out value chain to see all costs

		Contribution to Operational Performance	
		Low	High
Strategic Importance	High	Increase Efficiency / Form Strategic Alliance	Retain
	Low	Eliminate	Outsource