

10 Retail pricing strategies →



1 Cost-plus pricing

Cost plus fixed percentage markup

2 Competitive pricing

Match prices with competitors' rates

3 Value-based pricing

Price based on customer value

4 Dynamic pricing

Adjust prices with demand changes

5 Penetration pricing

Low price to attract customers

6 Price skimming

High initial, then lower price

7 Bundle pricing

Discount for buying items together

8 Psychological pricing

Prices set for psychological impact

9 Premium pricing

High price for high quality

10 Loss leader pricing

Low-priced item to attract buyers

Retail Pricing Strategies And Market Power

Yi-Tong Ma



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