PMTK MVP Model

Pricing Model

Pricing Scheme
- Profit (Income)
- Units (Share)
- Revenue (Sales)
- Signal (Marketing)

Objectives
- Cost-Plus (Margin)
- Going-Rate (Competition)
- Market-Will-Bear (Monopoly)
- Market-Value (Value)

Strategies

Tactics

Introduction
- Skimming (High Price)
- Penetration (Low Price)
- Diversification (Product Family)

Growth
- Captive Product
- Discrimination

Maturity & Decline
- Initiatives
- Reactions

Pricing Formula

Variables
- Discounts
- Licensing

Price Mix
- General
- Technological

MSRP
- Adjusters
- Monetary
- Contract

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