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| **Strategy 1 – Competitive pricing**   * Explain the strategy * What are the advantages? * Why is this an advantage? * However * What are the disadvantages? * Why is this a disadvantage?   *Use the case study to support the points you make* | **Strategy 1 – Competitive pricing**   * Explain the strategy * What are the advantages? * Why is this an advantage? * However * What are the disadvantages? * Why is this a disadvantage?   *Use the case study to support the points you make* | **Strategy 1 – Competitive pricing**   * Explain the strategy * What are the advantages? * Why is this an advantage? * However * What are the disadvantages? * Why is this a disadvantage?   *Use the case study to support the points you make* |
| **Strategy 2 – Penetration Pricing**   * Explain the strategy * What are the advantages? * Why is this an advantage? * However * What are the disadvantages? * Why is this a disadvantage?   *Use the case study to support the points you make* | **Strategy 2 – Penetration Pricing**   * Explain the strategy * What are the advantages? * Why is this an advantage? * However * What are the disadvantages? * Why is this a disadvantage?   *Use the case study to support the points you make* | **Strategy 2 – Penetration Pricing**   * Explain the strategy * What are the advantages? * Why is this an advantage? * However * What are the disadvantages? * Why is this a disadvantage?   *Use the case study to support the points you make* |
| **Decision**  Which method should retailers choose? | **Decision**  Which method should retailers choose? | **Decision**  Which method should retailers choose? |
| Why should retailers choose this method? | Why should retailers choose this method? | Why should retailers choose this method? |
| What will the choice depend upon?   * Profit * Amount (volume of sales) * Revenue * Reaction of competitors * Stage in product lifecycle | What will the choice depend upon?   * Profit * Amount (volume of sales) * Revenue * Reaction of competitors * Stage in product lifecycle | What will the choice depend upon?   * Profit * Amount (volume of sales) * Revenue * Reaction of competitors * Stage in product lifecycle |