|  |  |  |
| --- | --- | --- |
|  **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
 |