



MASARYKOVA UNIVERZITA

Price Chapter 12

Price

Price is the only revenue generating element amongst the four Ps, the rest being cost centers.

Price is very flexible.

Pricing:

1. *cost - based pricing,*
2. *demand-based pricing,*
3. *competitive pricing,*
4. *marketing objectives pricing,*
5. *value - based pricing.*

Relace k hodnotě produktu

		Hodnota		
		vysoká	střední	nízká
Cena	vysoká	A	C	C
	střední	B	A	C
	nízká	B	B	A