Pricing Strategy Worksheet

Describe your anticipated pricing strategy. Include information on each product/service offering. Review this with your mentor and complete the financial projection worksheet before proceeding.

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| **Business Name** |  | | |
| **Which of the following pricing strategies will you employ? Circle one.** | | | |
| Cost Plus - *The costs of making/obtaining your product or providing your service, plus enough to make a profit* | | Value Based –*Based on your competitive advantage and brand (perceived value)* | Other: |
| **Provide an explanation of your pricing model selection.**  Include strategy info on your major product lines/service offerings. List industry/market practices and any considerations to be discussed with your mentor. | | | |