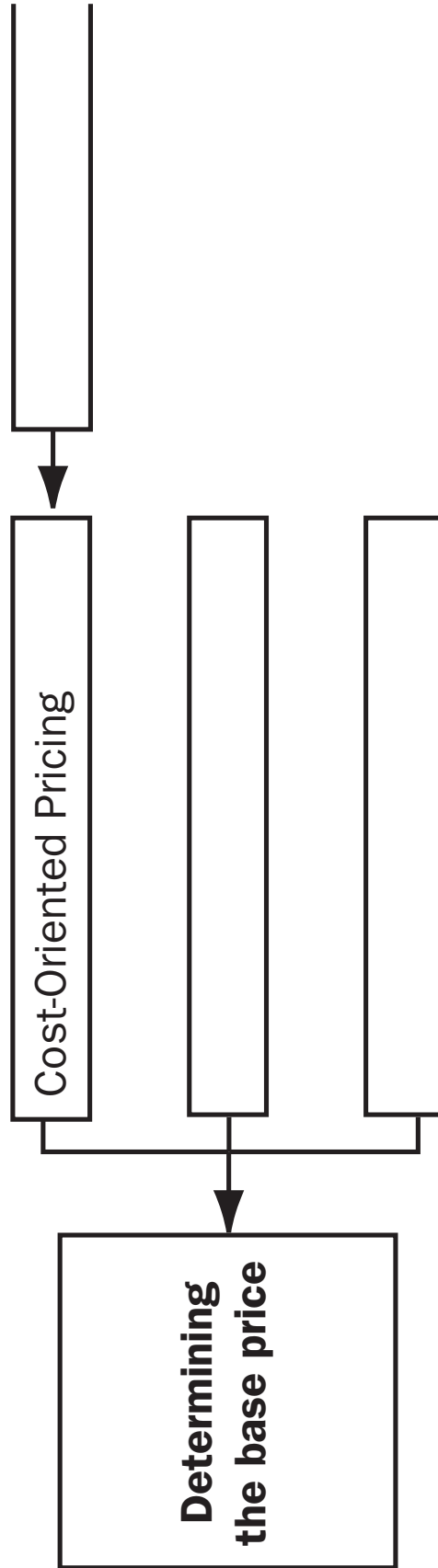


BASIC PRICING POLICIES

Study Organizer

Directions: Use a chart like the one below to take notes about the pricing policies that can affect the base price for a product.



STRATEGIES IN THE PRICING PROCESS

Study Organizer

Directions: Create an outline of this section to identify the strategies for adjusting prices and the steps in setting prices.

Price Adjustment Strategies

1. Product Mix Strategies
 - a. Price lining
 - b.
 - c.
 - d.
 - e.
- 2.