
Chapter 25 Price Planning

Discovery Project Worksheet

Directions Four key market factors must be considered when businesses are establishing and reviewing prices. Complete the outline about the factors involved in price planning by filling in examples for each factor.

Market Factors Affecting Prices

I. Costs and Expenses

a. Company Response to Increasing Costs and Expenses

1. Example: _____

2. Example: _____

b. Company Response to Decreasing Costs and Expenses

1. Example: _____

2. Example: _____

II. Supply and Demand

a. Elastic Demand

1. Example: _____

2. Example: _____

b. Inelastic Demand

1. Example: _____

2. Example: _____

III. Consumer Perceptions

a. Example: _____

b. Example: _____

IV. Competition

a. Example: _____

b. Example: _____