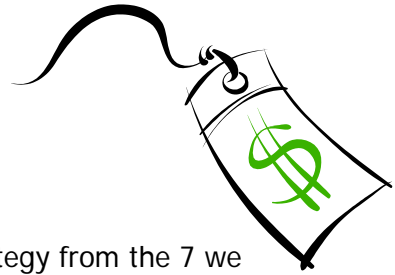


# Pricing Strategies Worksheet



For each of the scenarios below, recommend **one** pricing strategy from the 7 we covered in class:

1. A company providing broadband Internet access wants to target many different types of users (e.g. business, home, off-peak)

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2. A luxury limo service wants to offer clients an exclusive service where all their needs are catered for in a professional manner

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3. A new sparkling lemon drink is being launched into the already highly competitive fizzy drinks market

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4. A business producing an anti-ageing wrinkle cream wants to position it's product so customers believe it to be of better quality than it's nearest rivals

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5. A well established manufacturer of washing powder wants to increase its sales and gain more customers

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6. A small toy manufacturer has started producing a new line and wants to ensure that the price it is charging will cover all overheads in addition to delivering a certain level of profit

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7. A company providing a party organising service for a select group of wealthy clients

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