|  |  |
| --- | --- |
| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Pricing Strategies

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| I | P | O | A | E | W | G | F | H | M | K | T | G | J | I | E | W | Q | B | N | F | M | W | D |
| C | I | J | Q | P | V | F | J | R | N | F | W | I | K | W | Y | E | L | A | K | K | A | K | Q |
| C | U | C | H | N | Q | S | E | R | A | H | S | T | E | K | R | A | M | J | P | S | R | W | U |
| P | U | N | K | E | V | I | T | I | T | E | P | M | O | C | Y | Q | Q | L | E | F | K | F | J |
| X | J | L | K | K | E | F | B | G | P | U | Z | T | N | T | J | X | D | T | J | N | E | R | V |
| A | D | H | S | J | A | G | C | P | Y | S | U | L | P | T | S | O | C | B | Q | L | T | N | K |
| Y | S | O | X | Y | M | A | R | K | U | P | G | X | K | Q | T | S | I | C | E | H | I | W | P |
| F | F | O | Z | S | E | T | J | H | U | D | N | A | W | T | C | H | D | A | W | V | N | H | D |
| G | G | N | I | Q | F | M | L | X | J | D | N | R | U | O | Z | L | U | O | C | J | G | A | B |
| K | N | I | A | O | D | T | S | S | X | I | V | Q | S | R | H | Y | L | R | I | S | M | W | X |
| L | P | I | I | F | Z | S | K | H | G | E | P | T | E | H | L | T | Z | M | T | D | I | H | Q |
| D | I | Z | M | N | O | T | U | R | U | C | J | K | O | K | D | M | S | M | U | C | X | L | T |
| L | M | I | V | M | E | O | A | O | P | I | K | U | Z | B | V | N | O | G | U | R | O | O | B |
| B | F | H | W | J | I | M | P | G | P | R | R | N | K | C | Q | S | D | X | Z | S | W | N | H |
| Y | T | V | L | M | T | K | Q | E | F | P | Q | S | B | A | E | A | F | D | S | L | Q | F | B |
| C | O | P | Z | I | A | E | S | N | S | L | U | H | H | I | T | W | H | L | I | N | K | O | A |
| L | A | K | F | H | G | O | Z | Y | C | L | N | U | G | Y | C | U | E | K | M | G | F | Q | B |
| J | X | O | V | I | X | C | O | H | Q | G | I | E | N | C | L | A | H | K | B | P | G | H | U |
| L | R | E | X | P | I | T | F | F | R | J | T | H | N | Z | D | A | Z | O | H | A | P | H | T |
| P | W | J | Y | A | P | D | P | G | Z | A | N | E | Y | E | L | Y | Z | Q | S | S | W | E | B |
| P | V | B | E | L | U | X | L | L | R | I | K | W | R | O | L | F | N | F | R | K | K | D | A |
| A | J | X | D | N | L | K | P | T | Z | J | X | B | P | C | A | M | A | W | S | D | Z | Z | D |
| T | G | I | M | Z | N | J | S | U | L | P | E | W | U | Z | E | H | T | E | A | Q | N | V | R |
| B | E | M | N | O | I | T | A | R | T | E | N | E | P | G | N | I | C | I | R | P | S | W | S |

   marketshare       cost       profitmargin       markup       marketingmix       price       Costplus       Competitive       Skimming       Loss Leader       Pricing Penetration       Strategies