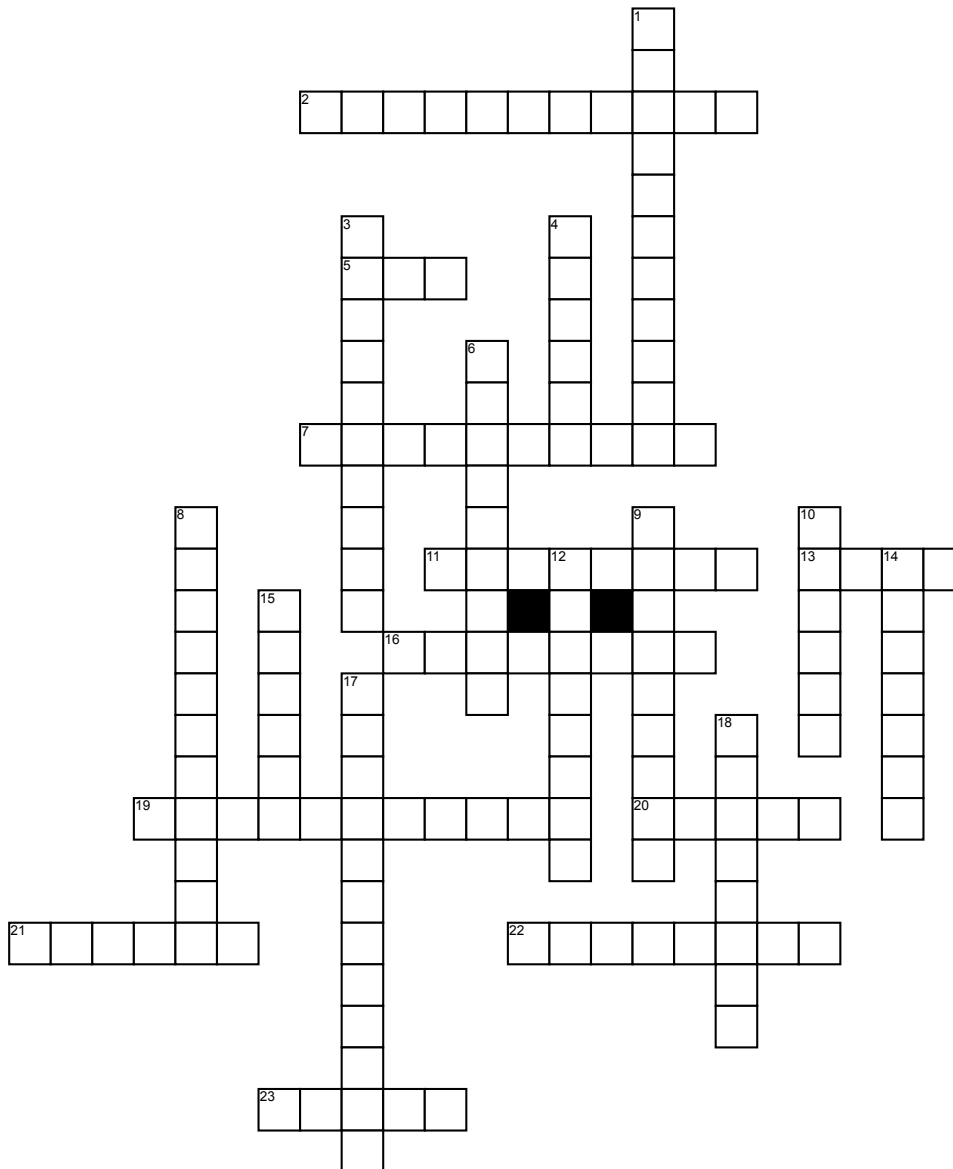


PRICING



Across

2. _____ pricing is setting your initial price low to attract as many customers as possible.
5. _____ pricing gives your product a bargain image. Customers relate to the first number more.
7. ROI is always expressed as a _____.
11. _____ discounts offer price reductions outside of the customary buying season.
13. _____ pricing gives it an image of better quality.
16. _____ price policy is when customers can negotiate price.
19. _____ oriented pricing is where price has no relation to cost or demand but you just price in line with competitors.
20. Price helps establish competitive edge, profits, and what?

21. _____ pricing is selling several complimentary products at one price.
22. _____ pricing is giving the product a real high price as a sign of status.
23. Value of money placed on good or service

Down

1. Offering products in a category at certain prices. Low-medium-high.
3. _____ pricing is purposely selling a product below cost to attract customers.
4. The formula for ROI is _____ divided by investment.
6. _____ = operating expenses divided by gross profit per unit
8. _____ pricing is lowering your price for a sale then returning the price to normal. Most temporary pricing.
9. _____ demand is when a change in price does not create a change in demand.

10. _____ oriented pricing is when you determine what customers are willing to pay. Customers pay different price for the same product.
12. _____ pricing is setting your price initially high when introducing the product to capitalize on demand.
14. _____ demand is when a change in price creates a change in demand.
15. _____ pricing is when you determine a percentage increase to add to cost.
17. 10 for \$10 is an example of _____ pricing.
18. _____ discounts provide incentives to buy more.