

Name: _____

Date: _____

Pricing Strategies

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

Pricing Penetration

profitmargin

marketingmix

marketshare

Competitive

Loss Leader

Strategies

Costplus

Skimming

markup

price

cost