



SHEESH

SHOE CLEANING AND REPAIR SERVICES

PRICING ACTIVITY

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ABOUT SHEESH

Our mission is to provide high-quality shoe cleaning and repair services that levels our customers' expectations. We are committed to using eco-friendly products and sustainable practices to minimize our environmental impact. We provide a convenient mobile application, booking your shoe cleaning or repair service is easier than ever. Simply download our app, select your service, choose a convenient time slot, and make your payment securely within the app.

The location of sheesh is currently based at Central Mindanao University. As of the moment, Sheesh is focusing on CMU residents, advantageous with our location. These services are practically beneficial to the residents who are having bombarded schedules.

PRICING STRATEGY

Value-Based Pricing

Sheesh sets prices based on the perceived value of its services to customers, considering factors such as convenience, quality, and uniqueness. As a startup and a new presence in the market, considering the willingness of the customer to pay is a logical and practical way of pricing the services. Allowing customers to inspect and experience the quality of the services would confirm their willingness to pay for the quality produced.

Value-based pricing is relevant for this startup due to its emphasis on providing high-quality, convenient, and hassle-free services that cater to a niche market of busy residents of CMU. This approach aligns with the value proposition of Sheesh, which focuses on an innovative service process, thereby justifying the use of value-based pricing to capture the premium segment of the market.

Challenges to this strategy may arise if the services delivered do not meet customers' expectations, causing them to reduce the price they are willing to pay. One solution to this challenge is to allow clients to review and provide feedback on the services. This feedback will serve as a guide for which parts of the services need improvement, resulting in a higher perceived value by the customers.

Competitive Pricing

Competitive pricing is also applicable on Sheesh as stated earlier we are new to the market and need to adjust firstly on the price offered by the competitors. Understanding the competitors' services, pricing, and processes would allow us to set our prices at a level that attracts customers while remaining competitive. This strategy involves setting our prices based on the prices set by competitors in the market. We will analyze the pricing models of key competitors to establish a pricing structure that is attractive to potential customers but also allows us to maintain a sustainable business model.

SHEESH offers high-quality, convenient shoe cleaning and repair services. By aligning our prices with those of our competitors, we can attract customers who are looking for quality services at reasonable prices. Our target market includes but is not limited to CMU students, university faculty, and individuals seeking premium shoe care solutions. These customers are likely to compare prices and services before making a decision, so competitive pricing will help us gain their trust and business. Since we are entering an established market, it is crucial to set our prices competitively to attract customers from existing businesses. This approach will help us build a customer base and establish our presence in the market.

Customers might perceive our lower prices as an indicator of lower quality. To address this, we will emphasize the quality and uniqueness of our services through marketing campaigns, customer feedback, and evidence of our services. Setting prices too low to compete could affect our profit margins. We will carefully monitor our costs and adjust prices as needed to ensure long-term sustainability while remaining competitive.