Currency Exchange

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Price

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# Price

## Pricing Strategy

Currently there is very little difference between the products offered by the limited number of existing exchanges. We will offer most of the service offered by the popular exchanges. Because the types and quality of services we will be nearly identical to current exchanges lower prices will be are principle differentiator. Therefore we will adopt and strategy of keeping our prices lower then the most widely used exchange will the goal of attracting customers concerned about price to our exchange.

We will use the maker / taker model when assessing trading fees. A maker is defined as the trader who added value to the order book. Takers are defined as the trader who removes value from the order book. Two encourage liquidity all fees will be paid by the taker.

## Trading fees



## Additional fees

Minimum trade value $1

No withdraw fees

Minimum withdraw value $1

No maker fees

$5 fee for wire transfers

## Marketing Budget

## Promotion Calendar

## Print marketing break even analysis

**Magazine**

Need to select a magazine to promote the exchange in

|  |  |
| --- | --- |
| **Q1** | |
| Cost | 5000 |
| Expected customers | 600 |
| Daily renue | 16.19 |
| Days to break even | 309 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Promotional Effort** | **10-1-17** | **1-1-18** | **4-1-18** | **7-1-18** |
| Facebook | yes | yes | yes | yes |
| Twitter | yes | yes | yes | yes |
| Reddit | yes | yes | yes | yes |
| LinkedIn | yes | yes | yes | yes |
| Bitcoin conference | yes | yes | yes | yes |
| Magazine | yes | yes | yes | yes |
| News paper | yes | yes | yes | yes |
| Email | yes | yes | yes | yes |

Need to design a magazine promotion for each quarter 1

Need to design a magazine promotion for each quarter 2

Need to design a magazine promotion for each quarter 3

|  |  |
| --- | --- |
| **Q2** | |
| Cost | 5000 |
| Expected customers | 600 |
| Daily renue | 16.19 |
| Days to break even | 309 |

|  |  |
| --- | --- |
| **Q4** | |
| Cost | 5000 |
| Expected customers | 600 |
| Daily renue | 16.19 |
| Days to break even | 309 |

|  |  |
| --- | --- |
| **Q3** | |
| Cost | 5000 |
| Expected customers | 600 |
| Daily renue | 16.19 |
| Days to break even | 309 |

|  |  |
| --- | --- |
| **Q2** | |
| Cost | 5000 |
| Expected customers | 600 |
| Daily renue | 16.19 |
| Days to break even | 309 |

Need to design a magazine promotion for each quarter 4

**News paper**

Need to select a news paper to promote the exchange in

Need to design a news paper promotion for each quarter 1

|  |  |
| --- | --- |
| **Q1** | |
| Cost | 5000 |
| Expected customers | 600 |
| Daily renue | 16.19 |
| Days to break even | 309 |

|  |  |
| --- | --- |
| **Q3** | |
| Cost | 5000 |
| Expected customers | 600 |
| Daily renue | 16.19 |
| Days to break even | 309 |

|  |  |
| --- | --- |
| **Q2** | |
| Cost | 5000 |
| Expected customers | 600 |
| Daily renue | 16.19 |
| Days to break even | 309 |

Need to design a news paper promotion for each quarter 2

Need to design a news paper promotion for each quarter 3

Need to design a news paper promotion for each quarter 4

|  |  |
| --- | --- |
| **Q4** | |
| Cost | 5000 |
| Expected customers | 600 |
| Daily renue | 16.19 |
| Days to break even | 309 |

# References