



DEPARTMENT OF MANAGEMENT
2nd Semester, SY 2024-2025
End of Term Paper

Subject: PRICINGSTRAT (Pricing Strategy)

Course Learning Outcomes

1. Explains exchange value models related to market segments.
2. Analyzes elasticity of demand related to exchange value models for different customers.
3. Evaluate the optimal set of prices and market shares for the different price segments.
4. Applies the pricing strategy related to a firms' competitive position.

The classification of the different objectives and skills are mapped into:

Content	Intended Student Learning Outcomes	Level						Score	Percentage
		Remember	Understand	Apply	Analyze	Evaluate	Create		
Interview Effectiveness	Demonstrate structured interviewing skills for gathering pricing strategy information.				x			20	20
Analysis Depth	Exhibit thorough analysis of interview and observation data to evaluate pricing strategy effectiveness.					x		30	30
Observation Accuracy	Exhibit thorough analysis of interview and observation data to evaluate pricing strategy effectiveness.			x				20	20
Report Clarity and Structure	Demonstrate clear and organized communication of findings and insights in the report.			x				15	15
Quality of Recommendations	Provide practical and actionable recommendations for improving			x			x	15	15

	pricing strategies based on analysis.								
TOTAL								100	100%

Objective:

The objective of this individual task is to analyze the pricing strategy of your chosen MSME located to three cities in Pampanga – City of San Fernando, Angeles City and Mabalacat City. Through interviews, observation, and analysis, students will evaluate the effectiveness of the pricing strategy employed by the chosen business and provide recommendations for improvement.

Task Description:

1. **Select a Business:** Identify and approach a business operating for at least two (2) years and are located in the three (3) cities of Pampanga. Ensure that the business sells a product or service suitable for analysis of pricing strategy.
2. **Interview and Analysis:** Conduct an interview with the chosen business to understand their pricing strategy. Gather information on their pricing metrics, rationale behind pricing decisions, and any existing pricing strategies they employ. Analyze the collected data to evaluate the effectiveness of the pricing strategy in relation to the market and target customers.
3. **Observation during Operational Hours:** Visit the business location for two consecutive days and observe customer reactions to the pricing of the chosen business's product or service. Take note of any trends, feedback, or behaviors related to pricing.
4. **Summary Report:** Compile a comprehensive summary report of the interview findings, analysis, and observations during the observation. Provide insights into the effectiveness of the pricing strategy and offer suggestions for improvement.

Guidelines:

1. **Preparation:** Before conducting the interview, familiarize yourself with pricing strategies and metrics commonly used in marketing. This will help you ask relevant questions and understand the business's pricing approach better.
2. **Interview:** Prepare a list of structured questions for the interview. Ensure that you cover areas such as pricing objectives, cost considerations, competitor analysis, and customer perceptions of value. Take detailed notes during the interview to capture key points accurately.
3. **Analysis:** Utilize the information gathered during the interview to analyze the effectiveness of the business's pricing strategy. Consider factors such as pricing structure, pricing elasticity, profit margins, and alignment with marketing objectives.
4. **Observation:** During the business location visit, actively observe customer behavior regarding pricing. Pay attention to pricing comparisons with competitors, willingness to pay, bargaining tendencies, and any verbal or non-verbal cues indicating satisfaction or dissatisfaction with pricing.

5. **Report Writing:** Structure your report logically with clear headings and subheadings. Include a brief introduction, methodology section outlining your approach, findings from the interview and observation, analysis of pricing strategy effectiveness, and recommendations for improvement.
6. **Recommendations:** Offer practical and actionable recommendations based on your analysis. These recommendations should address any identified shortcomings in the pricing strategy and provide suggestions for optimization.
7. **Documentation.** Include documentation of your meeting with the owners or managers, interview, observation day and your business location visit.

Scoring Rubrics:

- Interview Effectiveness: 20%
- Analysis Depth: 30%
- Observation Accuracy: 20%
- Report Clarity and Structure: 15%
- Quality of Recommendations: 15%

Submission Guidelines:

- The final paper should be submitted in a digital format adhering to the specified structure and guidelines.
- Ensure proper citation of sources and references used in the report.
- Submit the report by the specified deadline to the instructor for evaluation.

Submitted by:

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