4/3/25, 1:13 PM Pricing

Pricing Nexus Inc. Quarter 6

Price is the easiest marketing variable to change. Your competitors likely changed their prices. Study those changes and how the market reacted before you make your decisions on this quarter's prices.

Are you introducing any new brands with new technology this quarter? Will you use "skim the cream" pricing (price high-valued products at higher prices and margins) or penetration pricing (price low to capture market share, making it difficult for others to compete)?