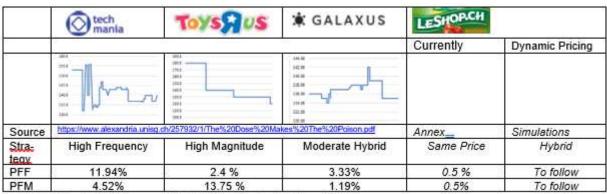# Dynamic Pricing

In the Swiss online supermarket, the main initiatives are currently product range/ availability, same-day delivery and dynamic prices at the lowest possible cost. The latter is hereby demonstrated with a study using the example of the product assortment/price strategy of the Migros subsidiary LeShop. The underlying company and process data are based on plausible public information and detailed invoices. LeShop currently uses a simple, same pricing strategy with a traditional data flow model. This study examines the profit potential with a suitable pricing strategy and an adapted data flow model. The approximated data used for this purpose is stored under the data model functions Classification of Pricing Strategy.

Online Pricing Strategies

	tech mania	ToysЯus	GALAXUS	LeShop.ch Currently	LeShop.ch Dynamic Pricing
Source	https://www.alexandria.unisg.ch/257932/1/The%20Dose%20Makes%20The%20Poison.pdf			Annex_	Simulations
Strategy	High Frequency	High Magnitude	Moderate Hybrid	Same Price	Hybrid
PFF	11.94%	2.4 %	3.33%	0.5 %	To follow
PFM	4.52%	13.75 %	1.19%	0.5%	To follow

PFF: Price Fluctuation Frequency/ PFM: Price Fluctuation Magnitude

Proposed Dataflow Model