

# Competitor Pricing Intelligence Vision Statement

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## Turning market chaos into clarity

Modern ecommerce merchants find themselves scrambling just to keep up with evolving markets. Tracking competitors, running promotions, adjusting stock, all in a fragmented process, with no unified signal on what data matters and clear insights on what to do next. Few existing tools are accessible to SMBs (small and medium-sized businesses); the few that are, are limited to simple monitoring, or naive, rule-based repricing that ignores cost, demand sensitivity, and strategic tradeoffs.

## Building the intelligence layer for pricing decisions

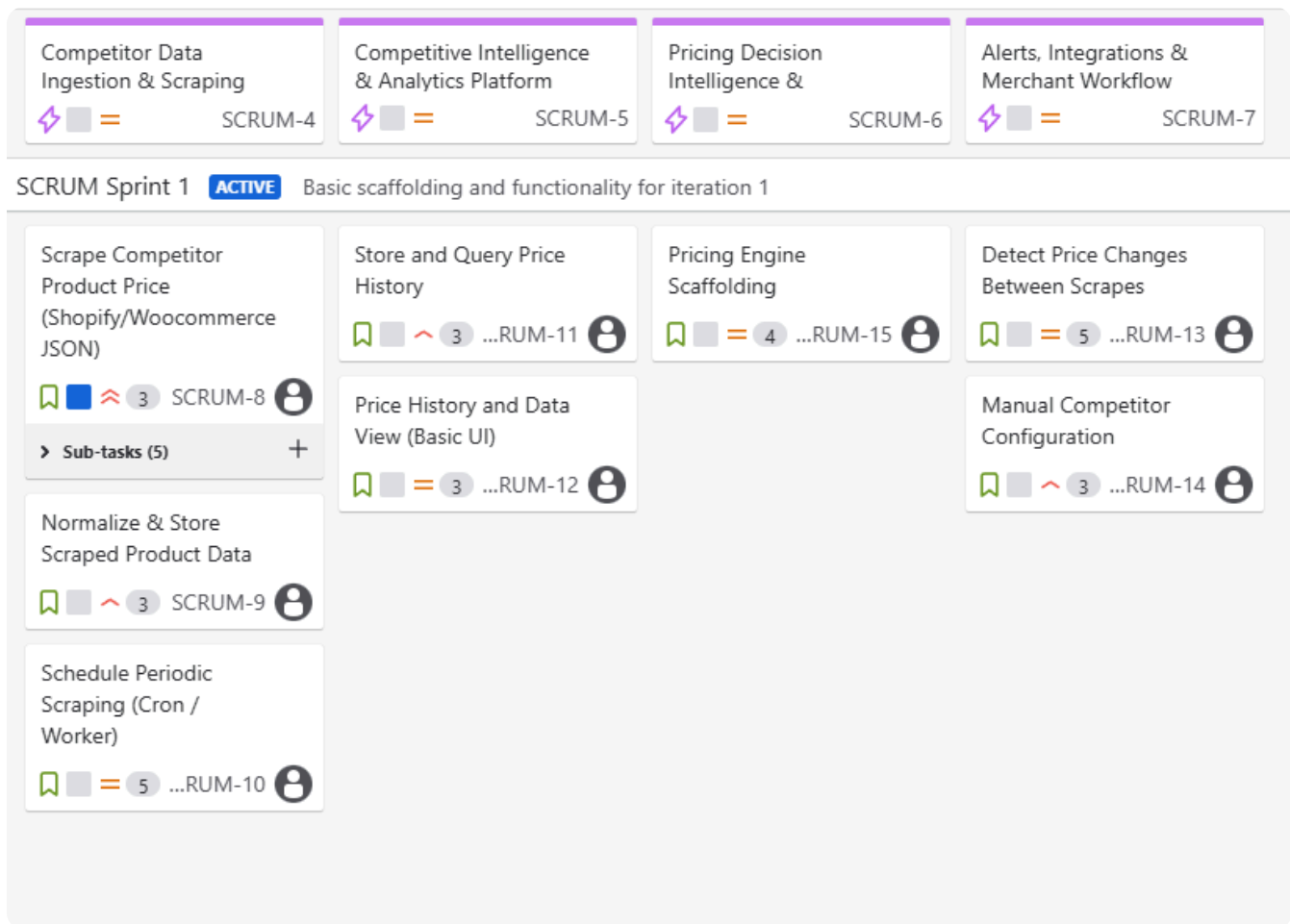
Our product will dynamically ingest all available competitor data: prices, bulk tiers, stock availability, and assortment across any ecommerce site using a robust, generalizable scraping engine. This raw data is saved and transformed into structured histories, comparative analytics, and trend based insights that help merchants understand not just what changed, but why it matters in the context of their market.

On top of this foundation, we provide a decision engine that models demand elasticity, incorporates merchant COGS (cost of goods sold), and simulates pricing actions. Instead of blindly and indefinitely undercutting competitors, merchants see the expected outcomes of different strategies: margin impact, volume tradeoffs, and competitive positioning before making a move.

## The mission

Our goal is informed pricing: giving merchants the same analytical leverage as enterprise retailers, without enterprise complexity or cost. The product bridges the gap between price monitoring and price intelligence—helping merchants move from reaction to strategy.

## Big user stories and iteration 1 stories



!! To remain confidential, video will be submitted on eclass