

# Smartwatch Pricing Strategy(Decision Meeting)

**OBJECTIVE:**

To determine the price for our forthcoming smartwatch model.

**DATE:** 18-April-2024.

**TIME:** 09:00-09:15.

**LOCATION:** National University, FAST, near National Highway, Karachi.

**AGENDA ITEMS:**

- Investigate the cost per item including the hardware and software expenditure. (Aehris Hashmi, 2 min).
- Analyze the pricing range of competitive brands offering similar specifications. (Muhammad Mufeez, 2 min).
- Scrutinize the long term price range consistency with the databases. (Zain Ul Abideen , 2 min).
- Reveal discount strategy to engage customers with the new model. (Muzammil Siddiqui, 2 min).