


Ans. 7 Advantages / Disadvantages of Pricing Strategies.

i7 Geographical pricing is the practice of varying price based on your products. Geographical pricing strategy

can grow out of need to recoup shipping cost, which tend to grow higher as you send your offering further a field. It offers the advantage of allowing you to earn more in ~~such~~ certain situation. This is advantageous because it adds extra layer of bookkeeping because you need to keep the track of diff price in diff places.

ii7 Competitive pricing strategy advantages ~~a com~~ It positions your product in reference to other options in the market. Competition-based pricing advantages and disadvantages include the opportunity to leverage a simple tool to send a powerful message.

and the danger of locking into a price that makes it hard to break even as you undersell the competition



iii) Skimming and penetration pricing
skimming and market penetration are pricing strategies based on product newness. Skimming and penetration pricing offer the advantages of attracting attention when your product is especially fresh and interesting however, these pricing strategies have the disadvantages of not being long-term strategies because newness always fades.