

# Pricing

# What is pricing?

- Price management in OroCommerce enables you to
  - Set up flexible product prices for different websites, customer groups, and customers
  - Assign prices for newly added products automatically
  - Schedule temporary or permanent price changes
  - Override the automatically assigned price with the manually adjusted value

# What is pricing?

- Currencies
- Product prices
- Price lists
- Price attributes
- Pricing Strategy
- Product assignment rule
- Price calculation rules

*Demonstration >>>*

# Currencies

- Name
- Code
- Symbol
- Multiple currencies (EE only)
- Exchange rate (EE only)
- Base currency (EE only)

*Demonstration UI >>>*

# Product prices

- Definition

- Per product
  - Price list
  - Quantity
  - Product unit
  - Currency
  - Price value
- } Unique combination

# Product prices

- Can be defined from price list or product page
- Price tier

Product	Quantity	Price
Product A	1 piece	\$100.00
Product A	10 pieces	\$90.00

- OroPricingBundle:ProductPrice

*Demonstration UI >>>*

# Price lists

- Match the product quantities with their prices in one or more currencies
- Can be either static or auto-generated or mixed
- May rely on the key indicators, like product availability, recommended price, and production cost
  - complete price list for thousands and millions of items

# Price lists

- Name
- Currencies
- Active flag
  - Keep the price list inactive while drafting the prices
- Schedules
- Product assignment rule
- Price calculation rules
- OroPricingBundle:PriceList

*Demonstration UI >>>*



# Price list schedules

- Use case
  - special sale or promotion campaign that occurs at a specified time
- Date/time from
- Date/time to
- More than one time slot can be defined
- OroPricingBundle:PriceListSchedule

*Demonstration UI + cron >>>*

# Price attributes

- Additional price values. Can be used for:
  - price calculation (ex. some\_price\_attr + 5%)
  - additional information (ex. product margin)
- Not product price
- Used in expressions
- Multiple currencies (EE only)
- MSRP, MAP
- OroPricingBundle:PriceAttributePriceList

*Demonstration UI + DB >>>*

# Rule expressions

- May include
  - Entity properties stored as table columns
  - Operators
  - Literals
- Examples
  - Product
    - Product Attribute Family
    - Master Catalog Category
    - Price attributes
  - Price list
    - Product prices

[\[ORO docs\]](#) & [\[Symfony docs\]](#)

# Product assignment rule

- Defines list of products in new price lists
- Products automatically get into the price list whenever they match the criteria
- Required for automatic price calculation
- Allow all products: `product.id > 0`
- Use case
  - price following the stock availability trends

# Price calculation rules

- Quantity
- Product unit (expressions supported)
- Currency (expressions supported)
- Price value calculation rule
- Price rule condition
- Price priority
- Multiple rules
- Require extra time to be built

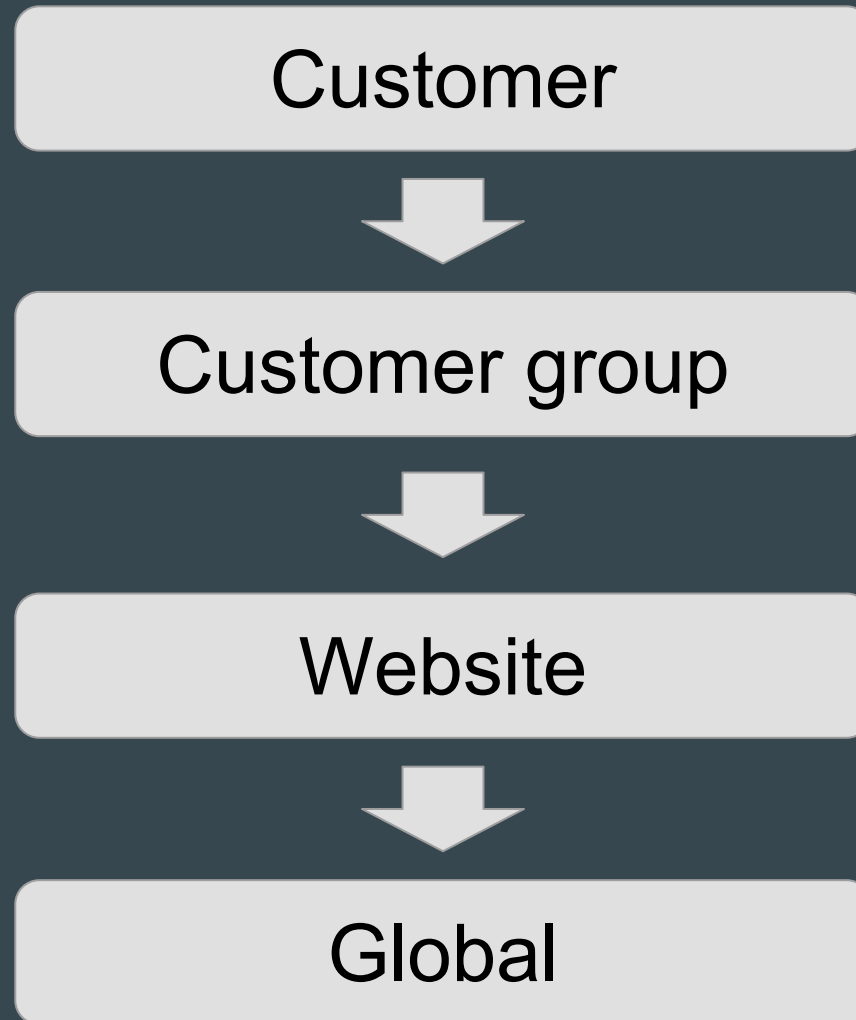
*Demonstration UI >>>*

# Price calculation examples

<https://oroinc.com/b2b-ecommerce/doc/current/user-guide/pricing#generate-product-price-automatically>

<https://oroinc.com/b2b-ecommerce/doc/current/user-guide/pricing/pricelist/auto-examples>

# Price list fallbacks



# Global price lists

- System configuration
- No fallback

*Demonstration UI >>>*



# Website price lists

- Website edit page
- Fallbacks:
  - Config
  - Current website only

*Demonstration UI >>>*

# Customer group price lists

- Customer group edit page
- Per website
- Fallbacks:
  - Website
  - Current customer group only

*Demonstration UI >>>*

# Customer price lists

- Customer edit page
- Per website
- Fallbacks:
  - Customer group
  - Current customer only

*Demonstration UI >>>*

# Pricing strategies

- System configuration
- Minimal prices (default)
- Merge by priority
  - Merge allowed

[\[Documentation\]](#)

*Demonstration UI >>>*

# Combined price lists (CPL)

- Combination of price lists
- Performance reasons
- Reused for different customers
- Recalculation
  - Automatic - immediately after the price change
  - oro:price-lists:recalculate
- Displayed on storefront
- OroPricingBundle:Combined\*

*Demonstration code + console + DB >>>*

# Price sharding

- Accelerate database performance when handling big volumes of data
  - Lots of price lists with lots of prices
- Split one big table of product prices into smaller tables, i.e. one table per price list
- `app/config/parameters.yml`
- `oro:price-lists:pl-storage-reorganize`

[\[Admin guide\]](#) & [\[Documentation\]](#)

*Demonstration console + DB >>>*

# Best practices

- Use price list fallbacks instead of full copies of price lists
- Do not create separate price lists for one product - combine them together instead
- Do not create rules for fixed values - create fixed prices instead
- Do not create rules to substitute fallbacks - use actual fallbacks

# Documentation

<https://oroinc.com/b2b-ecommerce/doc/current/admin-guide/pricing/global-pricing>

<https://oroinc.com/b2b-ecommerce/doc/current/user-guide/pricing>