

Price and Channel Strategy

Name:

This assignment is designed to help students analyze and understand how price setting and go to market (distribution) are interrelated and affects the profitability and growth of the business. It has been designed to be a short overview on purpose: the concepts of pricing and distribution are complex and a general understanding is what should be absorbed in one week of study.

Review your plan for setting price and a distribution model (place/distribution). This plan should address each element listed below. The answer should be no more than 200 words.

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|  | Answer |
| Distribution Strategies. |  |
| Channels, Mass, Selective, Exclusive. |  |
| Positioning within channels. |  |
| Dynamic/Static Pricing Strategies |  |
| Channel tactics (Pricing) |  |
| Daily pricing, promotion pricing, List pricing |  |
| References: |  |