



**Business Virtual Learning**

# **HS/Marketing**

**Topic: Final Project - Part 4**

*You must do the lessons from the beginning of the week to continue this lesson*

**May 21, 2020**



## Lesson Topic: FINAL PROJECT

### **Lesson Objectives:**

1. Apply concepts from the year to a final project.

### **Lesson Instructions:**

1. Follow the instructions on the following slides. I am splitting the final project into 5 lessons but the entire project is found in its entirety on this [google doc](#).

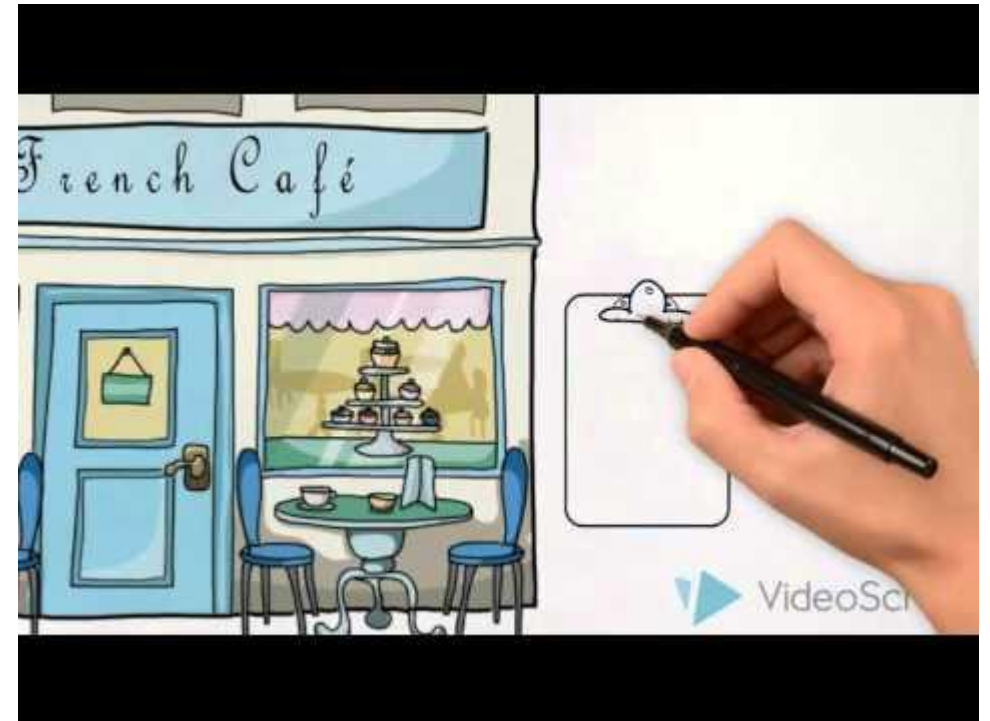
*\*\*Continue this lesson on the document you started with the previous lessons\*\**

## PRICE DECISIONS

Pricing was covered in the lessons from the week of April 20th. If you need to look over those lessons here are the links:

- April 20th - [Introduction to Pricing](#)
- April 21st - [Pricing and Economics](#)
- April 22nd - [Break-even Point](#)
- April 23rd - [Market Share](#)
- April 24th - [Return on Investment](#)

Watch to video to the right





## Lesson Topic: FINAL PROJECT - PART 4

### PRICE DECISIONS

For this part of the plan do the following:

- State the actual price of your new product offering. Look online and find pricing for other similar products and create a price table/chart with the price of your new product, your current products, and your competitor's products. Stating prices per unit (e.g., price per ounce) helps clarify price differences.
- What is your pricing strategy called (i.e., psychological pricing, etc.)? Explain why you have chosen this pricing strategy.
- How does the price of your new product offering compare/contrast with your current product offerings?
  - How does the price of your new product offering compare/contrast with those of the competition?