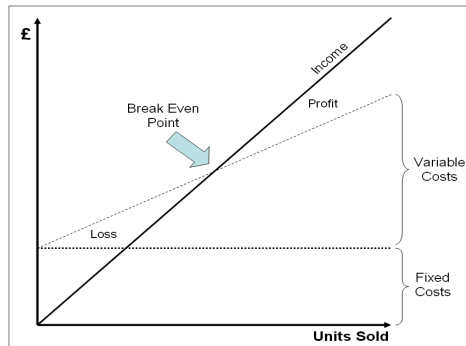


Pricing Your Product Or Service?

- **Overheads/Fixed Costs** – rent, rates, utilities, insurance, salaries, marketing, IT/Software, etc
- **Variable Costs** – materials, labour, fuel, shipping, etc
- **Break Even Point**



- **Quality of your product/service = premium**
- **Target** – Most Valuable Customer – a more specific offering = premium
- **Survey** – find out what your market can sustain or expects to pay
- **Don't sell on price**

How Much Should You Charge For Your Product Or Service?