

PRICE PLANNING CONSIDERATIONS

Study Organizer

Directions: Use a chart like the one below to take notes about the scope and significance of pricing and the major goals of pricing.

Scope and Significance	Goals

FACTORS INVOLVED IN PRICE PLANNING

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Directions: Draw the chart below. As you read this section, note each step of the pricing process and its consequence. Use these notes to review before a test.

Factors that Affect Price	Consequences