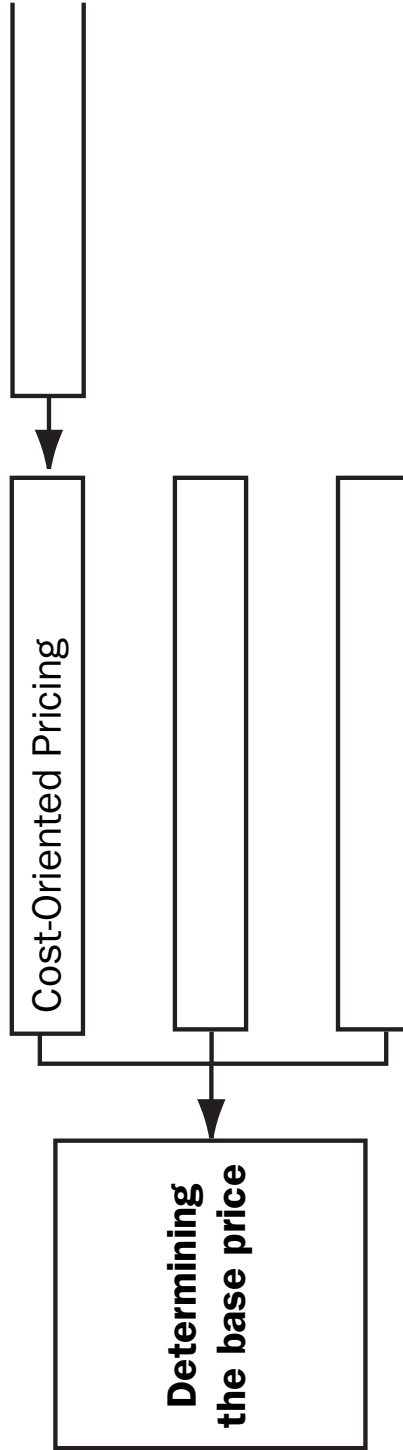


Graphic Organizer Section 26.1

BASIC PRICING POLICIES

Graphic Organizer

Directions: Draw this chart to take notes about the pricing policies that can affect the base price for a product.



Student

Date

Class

Teacher

Graphic Organizer Section 26.2

STRATEGIES IN THE PRICING PROCESS

Graphic Organizer

Directions: Draw this chart to identify the strategies for adjusting prices and the steps in setting prices.

Price Adjustment Strategies

1. Product mix strategies
 - a. Price lining
 - b.
 - c.
 - d.
- 2.