

Pricing Strategy Analysis Template

1. Product/Service Details

Product/Service Name

Description

2. Market Analysis

Target Market

Customer Segments

Market Trends

3. Competitor Analysis

Competitor	Product/Service	Price Point	Notes

4. Costs & Expenses

Cost Item	Amount	Notes

5. Pricing Strategies Considered

List and summarize various pricing strategies evaluated (e.g., Cost-Plus, Value-Based, Penetration,

Skimming, Competitive).

6. Recommended Pricing Model

Chosen Strategy

Rationale

Recommended Price (or Range)

7. Risks & Assumptions

Key Risks

Key Assumptions

8. Next Steps

Action Items