

# 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