

# Pricing Strategy Evaluation for Product Launch

## 1. Overview

This document provides a structured framework to evaluate potential pricing strategies prior to the product launch.

## 2. Product & Market Description

- **Product Name:** \_\_\_\_\_
- **Target Market:** \_\_\_\_\_

## 3. Pricing Objectives

1. Maximize market penetration
2. Achieve revenue/profit targets
3. Position brand in market
4. Other: \_\_\_\_\_

## 4. Pricing Options

Strategy	Description	Initial Price
Penetration Pricing	Low price to attract customers quickly	_____
Skimming	High starting price, lower gradually	_____
Competitive Pricing	Align with major competitors	_____
Value-based Pricing	Price based on perceived value	_____

## 5. Cost & Break-even Analysis

- **Estimated Unit Cost:** \_\_\_\_\_
- **Break-even Volume:** \_\_\_\_\_

## 6. Competitive Analysis

Competitor	Product	Price	Differentiation
_____	_____	_____	_____
_____	_____	_____	_____

## 7. Risks & Considerations

- Price sensitivity of target customers
- Competitor response
- Channel margin requirements
- Regulatory constraints

## 8. Recommendation

*Summary of recommended pricing strategy and rationale.*

