

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.

