

Cost-plus

Cost-plus Fill-in-the-blank

Answer the following

Are you using the cost-plus pricing strategy fairly and to your advantage?

Are you using the cost-plus to your benefit to help you pay some of your regular cost to provide your product or service?

Do you offer your customer a discount on occasion?

Have you systemise and automate your cost-plus strategy that was successful and documented why it has failed

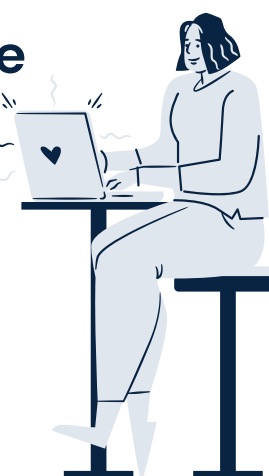
Cost-plus pricing is a pricing strategy in which the selling price, of goods and services, is determined by adding a specific fixed markup percentage to a singular product's unit cost.

Most businesses use the cost-plus pricing strategy and add a fixed plus percentage or to the unit cost of the product or service.

Suppose that your company sells a product for £5 and that £5 includes all the costs that go into making and marketing the product. Your company may add a 10% on top of the £5. You sell your product for £5.50 this the cost-plus pricing strategy. The added 10% portion of the price is your company's profit.

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



Marketing Tips

- You need to use the cost-plus pricing strategy in your business especially if you incur manufacturing cost and if you use a supplier for your service or product.
- Ensure you achieve a high level of sales to become a profitable business.

SOURCE: GIRLFRIDAYZ

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.