

PRICE POSITIONING TEMPLATE

Price Positioning Guideline	
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Pricing Plan

SKU	
Max recommended retail	
Min recommended promo	
Max recommended funded promo	
Wholesale allowances	
Trade / Advertising %	

Price Positioning Information (do this first)

Brand	
Category	
Pricing strategy/tier	
Brand Positioning	
Key Competitors	
Relative Market Share (High, Medium, Low - relative to next category competitor)	
Leadership stance (Leader or Follower)	
Benchmark	
Index to Bench	
Time on promotion	
Distinctivity vs competitors	
Brand tracking	
Price tracking	
What else are we doing to deserve a price increase?	
Pricing issues	

Caution:

Be careful not to contravene your country's laws on setting pricing. Usually this means a) no collusion b) no minimum prices for reselling and c) no third line forcing (ranging conditional pricing allowances).

A Price Positioning Statement helps you manage your brand for profit and align sales and marketing on the right plan.

Here's an example of a completed statement.

Price Positioning Guideline	Bose is the most advanced audio technology and will sell at 80% premium to the Sony J134. Promotions are generally limited to Christmas and Fathers day. Deep discounts are only offered at model changeover.
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Pricing Plan

SKU	QC 15
Max recommended retail	\$499
Min recommended promo	\$479
Max recommended funded promo	\$449
Wholesale allowances	18%
Trade / Advertising %	43% (+3ppts v LY)

Price Positioning Information (do this first)

Brand	Bose
Category	Headphones
Pricing strategy/tier	Super-Premium
Brand Positioning	Advanced technology, Status
Key Competitors	Sony J134, Beats, Philips X19
Relative Market Share (High, Medium, Low - relative to next category competitor)	Low
Leadership stance (leader or follower)	Price follower (Sony tend to move first)
Benchmark	Sony
Index to Bench	100% premium to Sony
Time on promotion	Limited to Christmas / Father's Day
Distinctivity vs competitors	High (noise reduction/aviation)
Brand tracking	Equity has been stable
Price tracking	Median sale price -5% vs LY (caution!)
What else are we doing to deserve a price increase?	New microphone system added March
Pricing issues	How and when to break \$499 "barrier"? Scenarios – what if Sony decides not to move this year? Wholesaler X went bananas last year with the \$15 price rise... how are we going to handle them this year?