

# Sample Pricing Framework

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## Product Information

- What is product and how is it different from what is in market?
- How innovative is this product compared to others?
- Is the product patented or have similar rights?
- Are there similar products in market that can act as substitutes?
- Can the product be bundled with existing products?
- Could product cannibalize any of our current products?
- What were R&D costs?
- How big is market for product?

## Competitive Analysis

- How much are competitors charging for similar products?
- How are competitors thinking about their pricing strategies?
- How much does it cost for competitors to create similar products?
- What are substitutions to our client's product?

## Pricing Strategy

- What is our breakeven point?
- How much does it cost to create and deliver the product?
- Has there been any research completed to see how much customers are willing to pay for the product or similar ones?
- Do customers need to be educated about the product?
- What are the potential costs with bringing this product to market?
- How much will be spent on marketing?

