

WHAT ARE THE DIFFERENT TYPES OF PRICING STRATEGIES?

Geographical Pricing

Price points are set based on the geographic location where the products are sold.

Bundle Pricing

Revolves around bundling products and pricing them at a lower rate than what it would cost if one had to purchase them individually.

Price Skimming

It involves setting high price points for certain product categories during the initial phase of a product launch.

Promotional Pricing

It revolves around offering discounts for certain products to create a buzz & excitement for the specific product category.

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