Chapter 10

**Activity 10-2 Price**

**Directions:** Complete the following exercise to determine the pricing model for your product or service.

1. Select one product or service you will offer. List all the fixed and variable costs that will influence the final price. Add as many additional lines as needed.

Product or service <<Place Answer Here>>

|  |  |
| --- | --- |
| Fixed Costs | Variable Costs |
|  |  |
|  |  |
|  |  |

2. Research a similar product or service the competition offers.

Product or service name <<Place Answer Here>>

Competition name <<Place Answer Here>>

Price <<Place Answer Here>>

3. Describe your strategy for pricing your product or service. What will the final price be?

<<Place Answer Here>>

4. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_Activity10-2.docx (i.e., JohnSmith\_Activity10-2.docx).