

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 3.20

PRICE MANOEUVRABILITY

For each product/service/revenue stream, identify:

Product/service/ revenue stream	Your cost of production/delivery	Your selling price	Your competitors' lowest selling price (for the same/ similar product)	Your competitors' highest selling price (for the same/ similar product)
1.				
2.				
3.				
4.				
5.				

Now plot this information on a chart, like so:

P/S/RS																		
1		○						●	◇			◆						
2				○				◇	●		◆							
3					◇	○	◆	●										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Cost/Price		

Legend: ○ Your own cost ● Your own selling price
 ◇ Lowest competitor selling price ◆ Highest competitor selling price.



Now try it with your own information.

P/S/RS																	
1																	
2																	
3																	
4																	
5																	
6																	
7																	
8																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Cost/Price	

