

## **MKTG 525 Week 4: Pricing and Analysis**

**Why is finding and implementing the right pricing strategy critical to a company's success? Give an example of a product or service you think is priced well and why.**

### **Version 1**

**Why is finding and implementing the right pricing strategy critical to a company's success?**

To me this is a critical topic that any company must master to achieve success, especially in the capitalistic society that the United States is built and ran on. From my research on a couple companies, the pricing strategy is a combination of things: the first is calculating the cost it takes to create the price or service that the company provides. Secondly is then focusing on the correct