Used when there’s few competitors, high level of newness, customers will pay that price, no other products are in that market i.e. Dyson Hoover was completing new and different only thing like it, no need for repeat sales.

Penetration pricing—when firms want to capture a large part of consumers quickly, low pricing strategy, used when want to gain market share quickly, use price promotion so low price isn’t seen as normal, builds brand loyalty and is elastic demand.

Captive pricing—high prices add-ons, captured you then next time it costs more. Printer as well need cartridges etc all adds up.
Premium pricing—high prices that people will still pay for
Bait pricing—entice them in with low prices then try to sell them high prices
Price lining

Promotional pricing:
Price leaders—The guys that set the prices, ing companies that bought the products in first
Special event pricing—christmas etc
Comparison discounting—competing yourself to your competitors to gain advantage undercutting a little could start a price war.

Physiological pricing:
Reference pricing—at what point they will stop paying a certain price
Bundle pricing—get things included with it to ensure the sale, perceived value for a customer
Multiple unit pricing—buy one get one free, lowering the price of unit for the customer
Everyday low prices—
Odd-even prices—99p or round up to £10, perception into making it seem good even tho it’s just a penny off etc. Even pricing is used to show that something is a little bit more exclusive
Customary pricing—

Pricing decisions:
Cost considerations—lighting in store etc
Market considerations—

Service pricing strategies
Cost used pricing—accountants will do this
Demand fluctuation pricing—peak and off peak, summer holidays may increase price
Benefit pricing—benefit for customer and can price accordingly, charge more in luxury spa for example
Price bundling—adding extra services so there is a perceived value on it

Direct supply
Advantages to consumer
Shorter communication channels
easier to control marketing
costs
easier to build relationships
understand customer needs better
Disadvantages
harder to establish presence in market
difficult for those who need to deal with large businesses
all responsibility lies with manufacturer

Retailers are involved in marketing
Market research—Tesco club card, buying habits, customer feedback
Promotion—In store POS, Displays, demonstrations, information, sales staff, retailer advertising