



PRICING solutions

PRICING SOLUTIONS is a research based consulting firm, recognised for its proven track record in Pricing Strategy. Since 1995, the company has worked with prestigious organisations in Financial Services, Healthcare, High Technology, Industrial Products, Packaged Goods and Telecommunications. At Pricing Solutions, we are dedicated to helping our clients build more successful relationships with their business and consumer clients by providing them with the tools and support they need to make more profitable pricing decisions.

Client Satisfaction is an important commitment that Pricing Solutions takes seriously. With every assignment, we strive to provide high value work that exceeds customer expectations. Our success in doing so is demonstrated by the successful long-term relationships we have built with our client base.

Pricing is the single highest leverage tool available to significantly affect profitability. For the average large corporation, a 1% increase leads to a 16.3% increase in profitability, assuming the volume and costs remain constant. Our goal is to help clients successfully manage their pricing capabilities to directly and positively improve their bottom-line.

Pricing Solutions helps companies optimise their profitability through four key pricing services: pricing research, pricing management, pricing training and advisory services.

Pricing Solutions Services

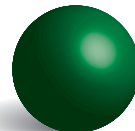
**Pricing
Research**



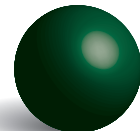
**Pricing
Management**



**Pricing
Training**



**Advisory
Services**



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PRICING RESEARCH

Too many pricing decisions are made on an ad hoc basis. With the amount of leverage price has on the bottom-line, uninformed pricing decisions represent a big risk to organisations. In response, we design, execute and interpret powerful pricing research that best suits the problem at hand. Some of the kinds of insights we provide our customers through research are:

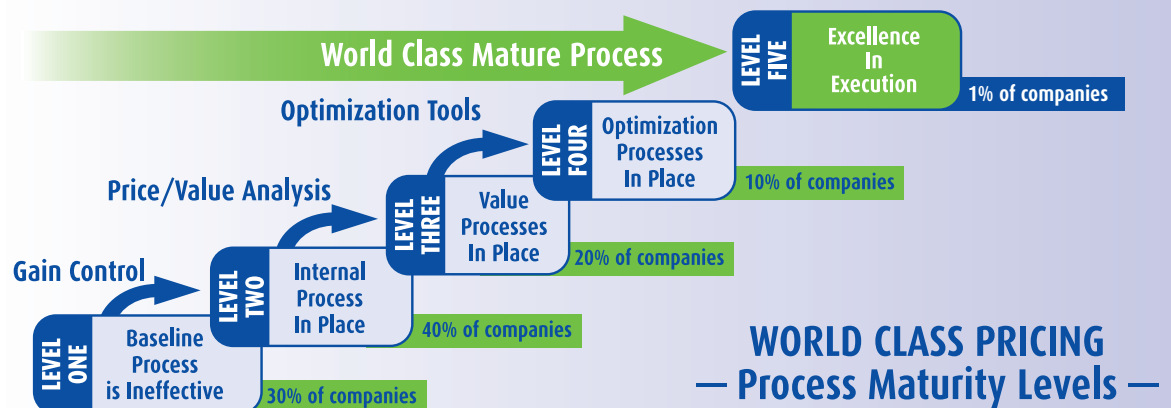
- Price sensitivity measurement
- Determining the value of different elements of your offerings
- Price segmentation
- Customer loyalty and switching indices
- New product price optimisation
- Consumer price awareness
- Trade channel pricing
- Competitive intelligence Pricing research
- Product line pricing

PRICING MANAGEMENT

World Class Pricing is the pursuit of excellence in the execution of the pricing process. Establishing the management system our clients need to ensure their offerings are optimally priced every day is the essence of World Class Pricing. An effective pricing process gives them the confidence to know that their team is making sound pricing decisions consistently. It is impossible to maximise profit without optimising pricing, and it is impossible to make the transition without linking the changes to processes, tools, technology, and company culture.

An effective pricing process:

- Is value based
- Considers customers, competitors, and costs
- Is fair and equitable to all customers
- Is efficient to execute
- Has measurable outcomes
- Is repeatable
- Delineates accountabilities
- Links to other business processes, such as business planning
- Maximises profit



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PRICING TRAINING

The strategic importance of pricing necessitates training & education, yet most companies do not train their employees to become more effective pricers and this can significantly diminish returns. We can help enhance the pricing I.Q. of your organisation through customised seminars, workshops and keynote presentations. Our training is designed to address specific pricing issues and meet individual client needs. Examples of topics we can address in either a seminar or presentation layout:

- Managing conflict in trade Channel pricing
- Successfully managing a price increase
- Minimising the damage of price wars
- Setting the right price for new products
- Retaining profitable customers
- Selling value not price
- Winning bids
- Enhancing your value proposition
- Strategies and tactics for pricing

ADVISORY SERVICES

We can respond to specific pricing issues within your organisation, for example some of the types of issues we can help you resolve are:

- Developing a long-term Pricing strategy
- Pricing on the internet
- Competitive pricing
- Implementing price increases
- Pricing during times of dramatic change (i.e. deregulation, consolidation)
- Managing price wars
- Establishing a pricing process

Some of our Clients



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Examples of Our work

These are recent projects we have completed in FMCG.

Case Study 1 – Price Increase

Situation: Pricing Solutions worked with a world leading company to help them raise prices on a key product. The previous year, the company was unsuccessful in executing a price increase and had to rescind most of it to avoid losing shelf space. Pricing Solutions worked with the company to develop a compelling trade story and trained the sales force on how to successfully execute a price increase.

Result: The price increase was accepted in a short period of time which significantly enhanced the bottom-line without harming the relationship with retail customers.

Case Study 2 – New Product Pricing

Situation: A client in the health & beauty category was launching an innovative new product. Pricing Solutions used PVO (Price Volume Optimizer) a proprietary research methodology used to determine the optimal price point for new products.

Result: The recommendation was implemented and the company exceeded profit and market share expectations.

Case Study 3 – Promotional Pricing

Situation: A client in the frozen food category was experiencing margin erosion in a category that was increasingly defined by aggressive promotions. Pricing Solutions used research and POS data to build a predictive model (e.g. 360 degree pricing model) that helped build a new and robust promotion plan.

Result: Grew profits and unit sales, while holding promotional investment constant.

CONTACT US

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