

February 25, 2021

Cusa Holloway
Incubator Program Manager
USVI Economic Development Authority
116 King Street
Frederiksted, VI 00841

Cost/Pricing Strategies Webinar Report

Workshop Details:

This workshop consisted of a four-hour seminar on February 24, 2021. The workshop provided entrepreneurs with the necessary skills to effectively analyze markets and improve their ability to determine optimal prices for their products or services. An agenda and detailed description of the seminar are included below.

Agenda

- Module I – Fundamentals of Pricing**
 - Introduction to Pricing
 - Concepts to Understand Before Setting Prices
 - The 4 Ps (Marketing Mix)
 - Important Considerations When Price-Setting
 - Pricing Exercises
- Module II – Pricing in Practice**
 - 10 Common Pricing Strategies
 - Monetization and Other Objectives
 - Cognitive Bias
 - Pricing and Psychology
 - Pricing Workshop
 - Greed
- Wrap-up and Summary
- Panel Discussion

Product and Service Pricing: This class will focus on providing insight on various pricing strategies and examining how these strategies can be used to increase profitability while maximizing value to the consumer.

Registered Attendees	26
Participants	20
Start Time	5:00 PM
End Time	9:15 PM

If you have any questions, please feel free to call me at (302)521-9272 or e-mail me at jed@sftsol.com.

Jed JohnHope
Managing Director