

Using Pricing Adjustments

Introduction

Some firms will utilize price adjustments/variations in order to target particular consumers, or to adapt to particular situations.

Part A: For each of the following situations/consumer groups, try to think of a firm/industry of an example.

Part B: Assume that you were the owner of a cafe/coffee shop. Which of the following price adjustments could be possibly suitable for you?

(PART A)		Your example/s?
1	Discounts on product/service use on particular days of the week.	
2	Discounts on product/service use at particular times of the day.	
3	Discounts for buying in bulk (large quantities).	
4	Short-term discounts (say for 30 minutes) on one product only.	
5	Discounts, for one day only, on all products in the store.	
6	Discounts based on the age of the customer.	
7	Discounts based on the loyalty of the customer (for regular customers).	
8	Differentiated prices for where you are sitting in a venue.	
9	Differentiated prices for the level of service received (that is, basic or full-service).	
10	Discounts based on when you pay (that is, early payment discounts).	
Which price adjustment tactic/s might be suitable for a coffee shop? (PART B)		