



## Pricing in Retailing

- Retail pricing is the process of determining and setting the prices at which products are sold in retail stores in order to offer competitive prices that attract customers.





### Types of Pricing Strategies

- Cost-plus Pricing
- Limit Pricing
- Penetration Pricing
- Price Discrimination
- Psychological Pricing
- Dynamic Pricing
- Price Leadership
- Target Pricing
- Absorption Pricing
- High-low Pricing
- Marginal Cost Pricing