



Un precio equilibrado te dará más fácilmente rentabilidad y ventas.





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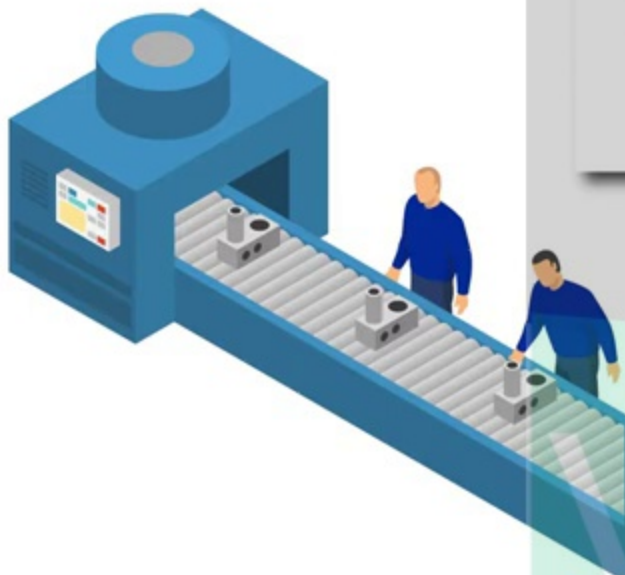
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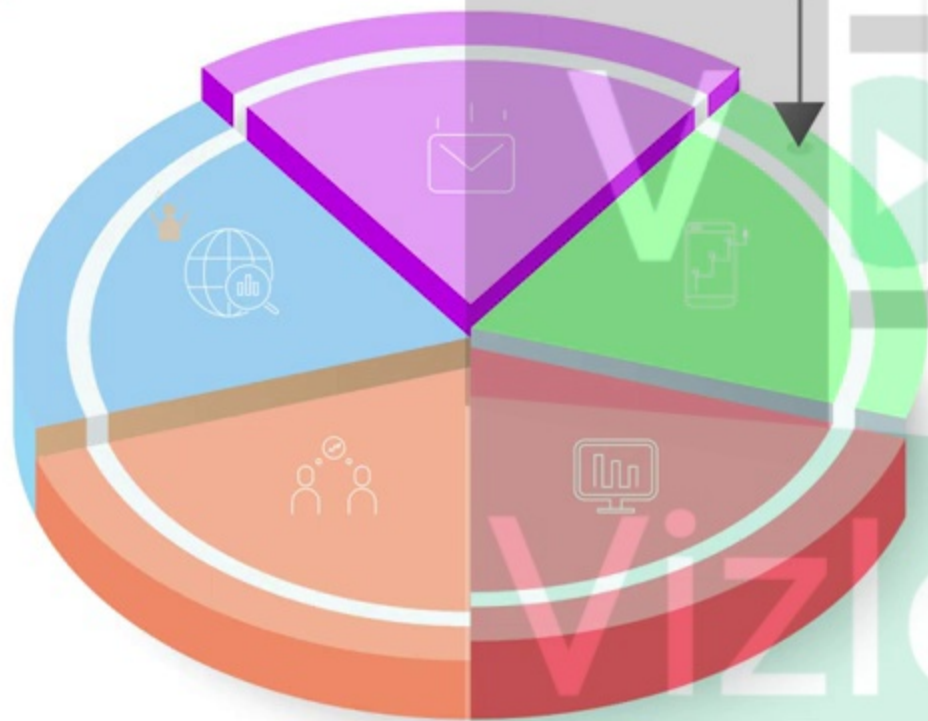
Mientras mayor recursos y eficiencia
(eficiencia, la más importante), mejor
optimización de un precio unitario.



A mayor competencia, una ligera variación de tu precio, afectará considerablemente la compra de tu producto

www.seaguilar.com





Cada mercado tiene
su **tamaño**
y comportamiento

Vizle





Paso 4

www.seaguiar.com

Comparar tu precio final con el precio promedio de mercado o tipo de producto.

Ejemplo:

Tu precio: \$70

Precio de mercado: \$60

Y saca conclusiones y observaciones:

- ¿Disminuir el costo unitario?
- ¿Disminuir o aumentar el porcentaje de ganancia?
- ¿Modificar el enfoque o valor del producto?
- etc.





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