

## Pricing Workshop Outline

No.	Subject	Content	Hours
1	Pricing Models	<ul style="list-style-type: none"> <li>• Review of various pricing models</li> <li>• Introduction of value based model</li> <li>• Case study</li> </ul>	2
2	Creating value	<ul style="list-style-type: none"> <li>• Mapping features into values</li> <li>• Translating values into Money values</li> <li>• Exercise</li> </ul>	2
3	Setting the price	<ul style="list-style-type: none"> <li>• Price sensitivity to variables – analysis</li> <li>• Case study</li> </ul>	2
4	Price moves	<ul style="list-style-type: none"> <li>• Review of various pricing models</li> <li>• Exercise</li> </ul>	2

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