

Product Pricing

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WHAT MAKES THE TATA NANO SO CHEAP?

No air conditioning
on standard model

Windows wind down by hand

Height 1.6m (5ft)

Manual steering,
no air bag

624cc two-cylinder
engine in boot
giving max speed
of 70km/h (43mph)

Plastic and adhesive
replaces welding

Bodywork made of
sheet-metal and plastic

Blade@5

Gillette Guard™

RS. 99 TRIAL
RS. 15 OFFER*





PROJECT SHAKTI: CONSUMER MARKETING CHANNEL



- **Advantages:**
 - Access to untapped market
- **Drawback:**
 - Income Generated very small
 - No sense of belongingness
- **Integrated Multichannel System**
 - **Advantages:**
 - Responsibility was not shared among many
 - Income was not shared

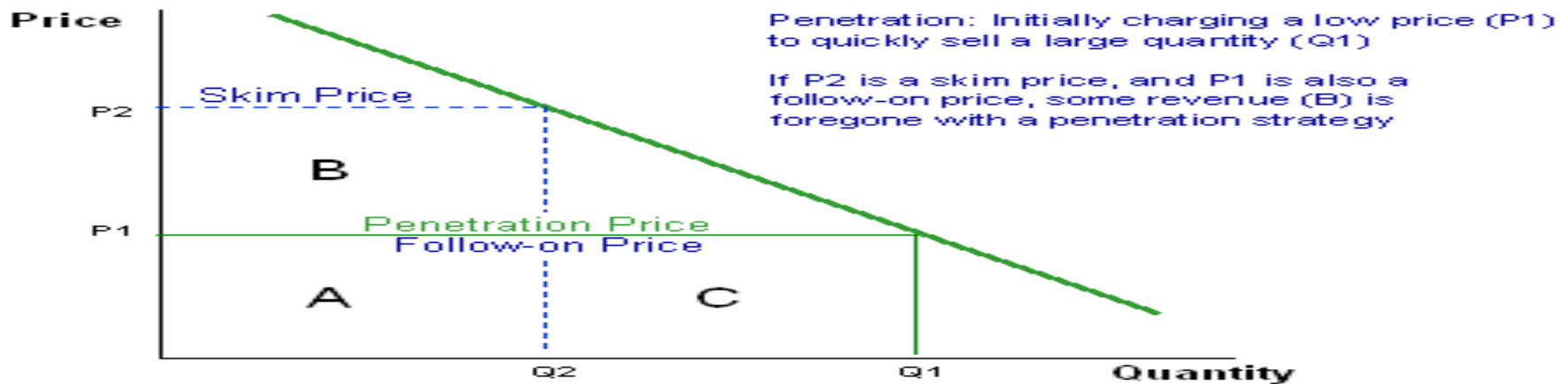
Changing lives in rural India

Introduction to HUL Shakti

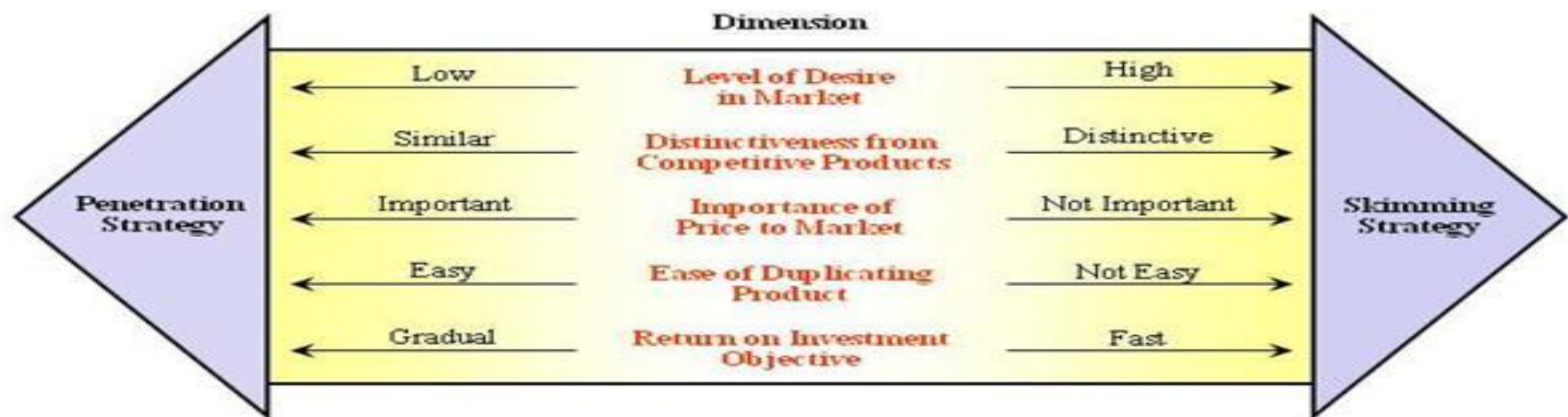
- Launched in the year 2001 in the Nalgonda district situated in Andhra Pradesh
- A rural initiative that targets small villages with a population less than 5000 individuals.
- Objective is To create income-generating capabilities for underprivileged rural women
 - ▣ by providing a sustainable micro enterprise opportunity,
 - ▣ and to improve rural living standards through health and hygiene awareness
- Project Shakti contributes to 10% of rural turnover nationally for HUL
- It covered 1,00,000+ villages through a network of 45,000 Shakti Ammas across 15 states reaching 3 million homes
- Aim is to have 100,000 Ammas covering 500,000 villages and reaching 600 m people

On an average, a Shakti entrepreneur earns INR 700 - 1,000 a month

SKIMMING VS. PENETRATION



When to Use a Penetration or Skimming Strategy for Pricing New Products





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