

### Pricing corridor

- The price range in markets across a region, set to balance profits and minimise parallel importing

### countertrade

- gain access to new/ difficult markets
- Overcome lack of hard currency
- overcome low country creditworthiness
- Timely
- Costly negotiations
- uncertainty and lack of information on future prices

#### Premium pricing

- Price established higher than the competitors

#### Penetration pricing

- Capture market share by entering the market with a low price

#### Economy pricing

- low cost approach
- Bare minimum to keep prices low
- Price sensitive

#### Price skimming

- Gain maximum revenue advantage before other competitors begin offering similar alternatives

#### psychological pricing

- Minor distinctions that can make a big difference
- \$99 is psychologically less in the minds of consumers than \$100