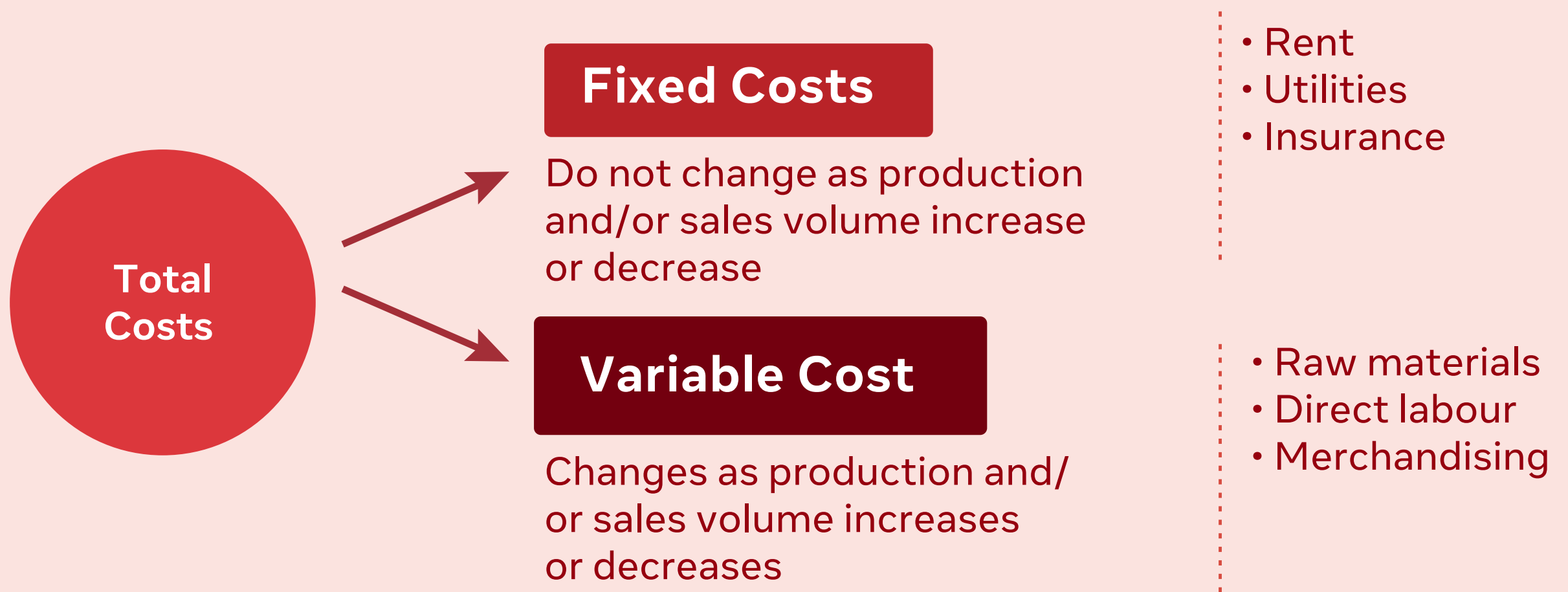


Costs and Pricing

#SheMeansBusiness

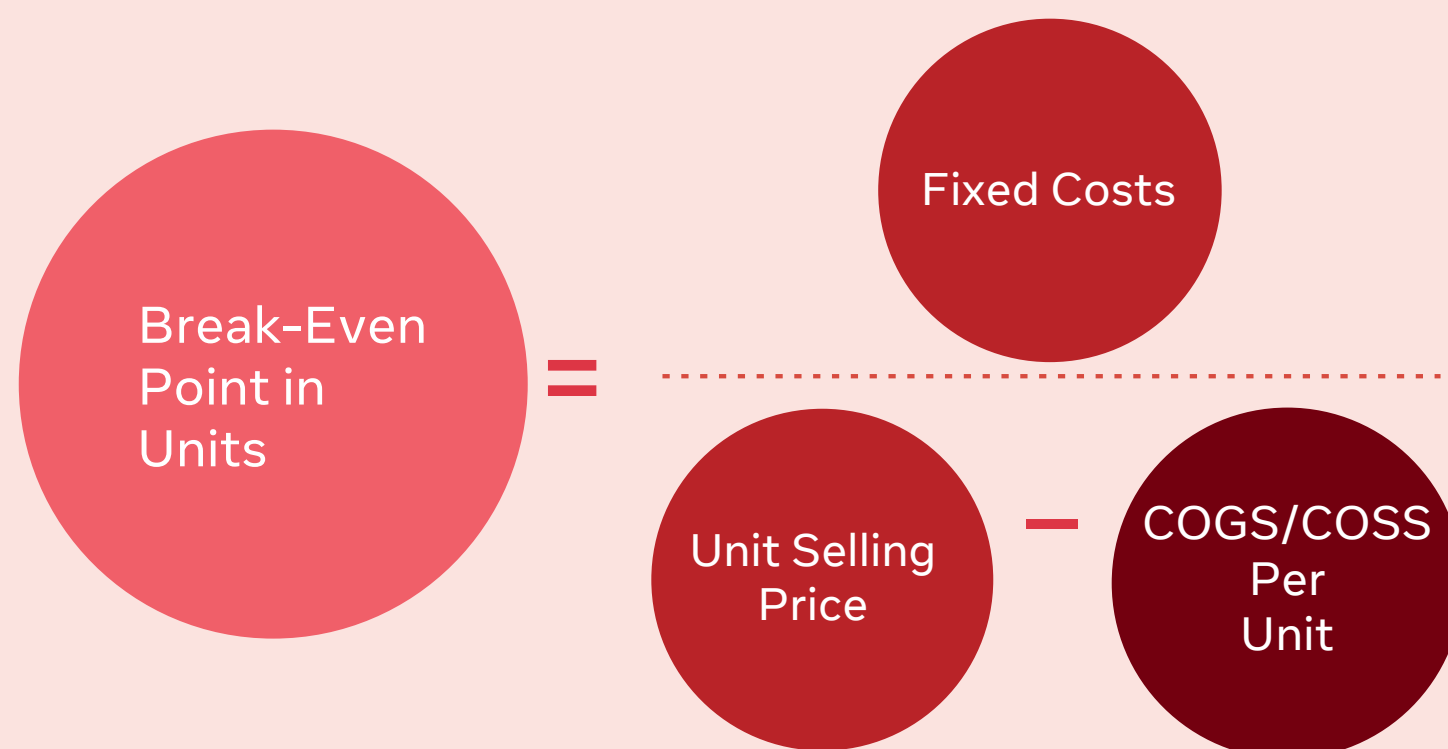


Break-Even Point (BEP)

Occurs when:

$$\text{Revenue} = \text{Fixed Costs} + \text{Variable Costs}$$

Fixed Costs are covered, but no profit is generated



Pricing Strategies

Cost Plus Pricing

Competition Based Pricing

Value based Pricing

Penetration Pricing

Psychological Pricing

No Strategy Pricing