

# MARKETING PRICING STRATEGY

**Onsite** — 2 days

Pricing is a very important part of the marketing mix. The future of the product and the company is greatly influenced by the establishment of a correct and appropriate pricing strategy. The tug-of-war between finance, marketing, sales and production makes pricing very challenging. Aspects of consideration of market competition, consumer and cost elements give weight to increasing challenges to pricing. A marketing practitioner requires an understanding of the basic aspects of pricing and alternative pricing strategies in order to provide optimal profits for the company

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## Learning Objectives

- Understand the importance of holding the right price for the sustainability of the product and company
- Understand the basic principles that are the basis for determining the pricing strategy of a product
- Understand the alternatives of pricing strategies

## Learning Scope

### Day 1

- Cost of product
- Fixed & Variable Cost
- Short term Pricing Strategy
- Cost Volume Profit
- Target Costing & Cost Analysis for Pricing Decision
- Costing Product
- Absorption & Variable Costing

### Day 2

- Market and Competition Analysis for Pricing
- Customer Value
- Strategic Pricing

## Learning Methods

- Short lecturing
- Concept application
- Workshop
- Group discussions

## Participants

- Product manager/assistant manager
- Brand manager/assistant manager
- Business development manager
- For the general public who want to understand the marketing aspect of pricing strategy

## Consultant



RUBY HERMANTO

Ruby has core expertise in Brand Management and Marketing Communication. He has experience in overseeing companywide strategy and execution of marketing communication, as well as Managing Research, Product Development, Budget Control and Business Planning. His current focus is Banking, Fast Moving Consumer Goods, and Telecommunication.

*\*Subject to availability*

**Tuesday - Wednesday**

08:30 - 16:00 WIB

2 - 3 September 2025

Investment

**IDR 6.800.000,-**

*Subject to 11% VAT.*

### Early Bird:

- Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement
- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)