



ENGLISH FOR CAREERS

Unit 3 Pricing

市场营销英语

English for Sales and Marketing

Contents



Warming-up



Reading B



Reading A



Writing



Listening



Project



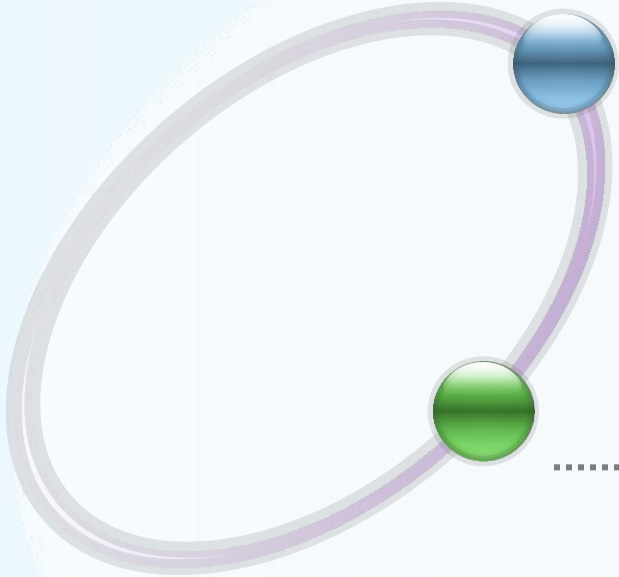
Speaking



Vocabulary and Structure



Warming-up



Warming-up Task 1



Warming-up Task 2



Warming-up: Task 1

Task 1 Match each pricing strategy with its corresponding picture.



- » A. Limited Time Pricing
- » B. Promotional Pricing
- » C. Psychological Pricing



Warming-up: Task 2

Task 2 Match the following terms on the left with their English meanings on the right.

D
E

1. pricing strategy

2. consumer goods

A

3. price sensitive customers

B

4. penetration pricing

C

5. promotional pricing

A. those who view price as a factor in a purchase

B. the pricing technique of setting initial entry price lower than the market value to attract new customers

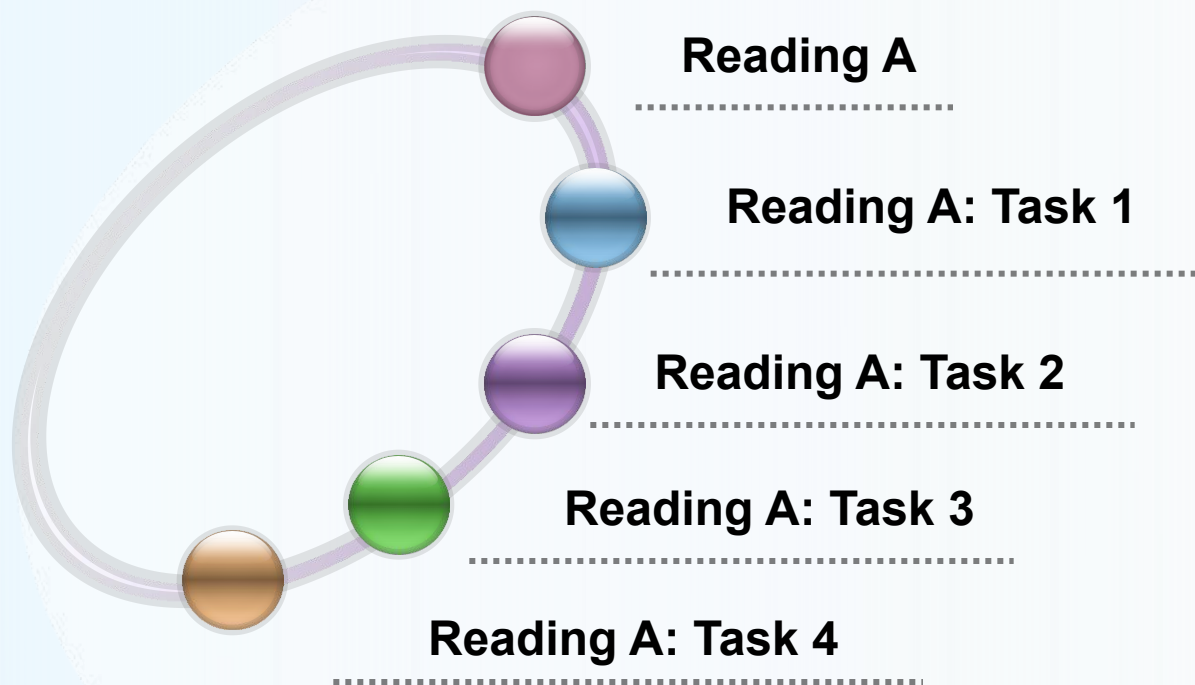
C. a reduction in the price of a product or service to attract customers

D. the methods by which a business calculates how much it will charge for a product or service

E. the goods that are purchased for personal, including for family and household use and for personal gifting



Reading A



For background information, click [HERE](#).



Reading A



翻译

Pricing in Emerging Markets

- » The final price of a product may be affected by many factors, such as the offering's costs, the demand, the customers whose needs it is designed to meet, the external environment (e.g. the competition, the economy, and government regulations), and other aspects of the marketing mix (e.g. the nature of the offering, the current stage of its product life cycle, and its promotion and distribution). These factors can be categorized into two main groups: internal factors and external factors.



Reading A



翻译

- » **Internal Factors**
- » Some factors can be controlled by the company and, if necessary, can be adjusted. However, making a quick change is not always possible. For instance, price may depend heavily on the productivity of the manufacturing facility (e.g. how much can be produced within a certain period of time). The marketer knows that increasing productivity will reduce the cost of each unit and thus allow the price to the customers to be decreased. But increasing productivity may require major changes in the manufacturing facility, such as building new premises or buying new machinery, which will take time and will not translate into lower prices for a considerable period of time.



Reading A



翻译

» External Factors

- » Pricing very often has to take into account external factors, especially in the case of consumer goods and in international markets. For example, Piaggio & C. SpA, the maker of Vespa scooters, reentered the Indian market in 2010 after a 10-year absence. Indians are among the world's most price-sensitive customers. The Indian market was already being served by global competitors such as the market leaders in India—Honda and Suzuki—and Yamaha, a relatively new entrant in India. Piaggio also faced some local Indian firms such as TVS Motor, Hero MotoCorp, Mahindra, and Bajaj Auto Ltd.



Reading A



翻译

- » To compete in this market, Piaggio had to make efforts to reduce its cost structure to serve India. The €100 million investment in local production was clearly an effort to reduce Piaggio's Indian market cost structure to a position that was lower than importers and comparable to local producers. That is, Piaggio was taking steps to level that portion of the competitive playing field.
- » Piaggio's release of Vespa LX 125 in India was priced at ₹66,661 (€790). At ₹66,661, Vespa LX 125 was considerably more expensive than most of its local competitors, which often sold for ₹40,000 to ₹60,000. However, Vespa also provided more benefits than most other scooters in the Indian market, so it could be said to have been priced in the neutral position. In this position, few competitors felt threatened, and Piaggio felt comfortable attacking the market with its local production and high-benefit value proposition. In the first nine months alone, more than 25,000 units were sold. For Piaggio, this was considered a highly successful launch.



Reading A: Task 1

- » Before reading the passage, list as many factors as you can that may influence the final price of a product.
 - ✔ Cost, advertising, tax, wage, bonus, distribution, etc.



Reading A: Task 2

Task 2 Read the passage and categorize the factors mentioned in the first paragraph into internal and external factors.

Internal Factors	External Factors
Internal factors affecting pricing include, but not limited to, the offering's costs, the company's overall marketing strategy, objectives and marketing mix, as well as some organizational considerations	External considerations beyond the company's control include the nature of the market and demand, and environmental factors such as the economy, reseller needs and government actions.



Reading A: Task 3

Task 3 Decide whether the following statements are true (T) or false (F) according to the passage.

- 1. When marketers detect mistakes in pricing, it's easy to make changes.
- 2. Improvement in productivity allows for decrease in the sale price.
- 3. Customer perceived value is considered an internal factor in setting a price.
- 4. Economic conditions can have a major impact on pricing decisions.
- 5. Even though the production cost is typically considered internal to the firm, cost comparison with competing firms is an external factor to Piaggio in India.

» 1. F 2. T 3. F 4. T 5. T



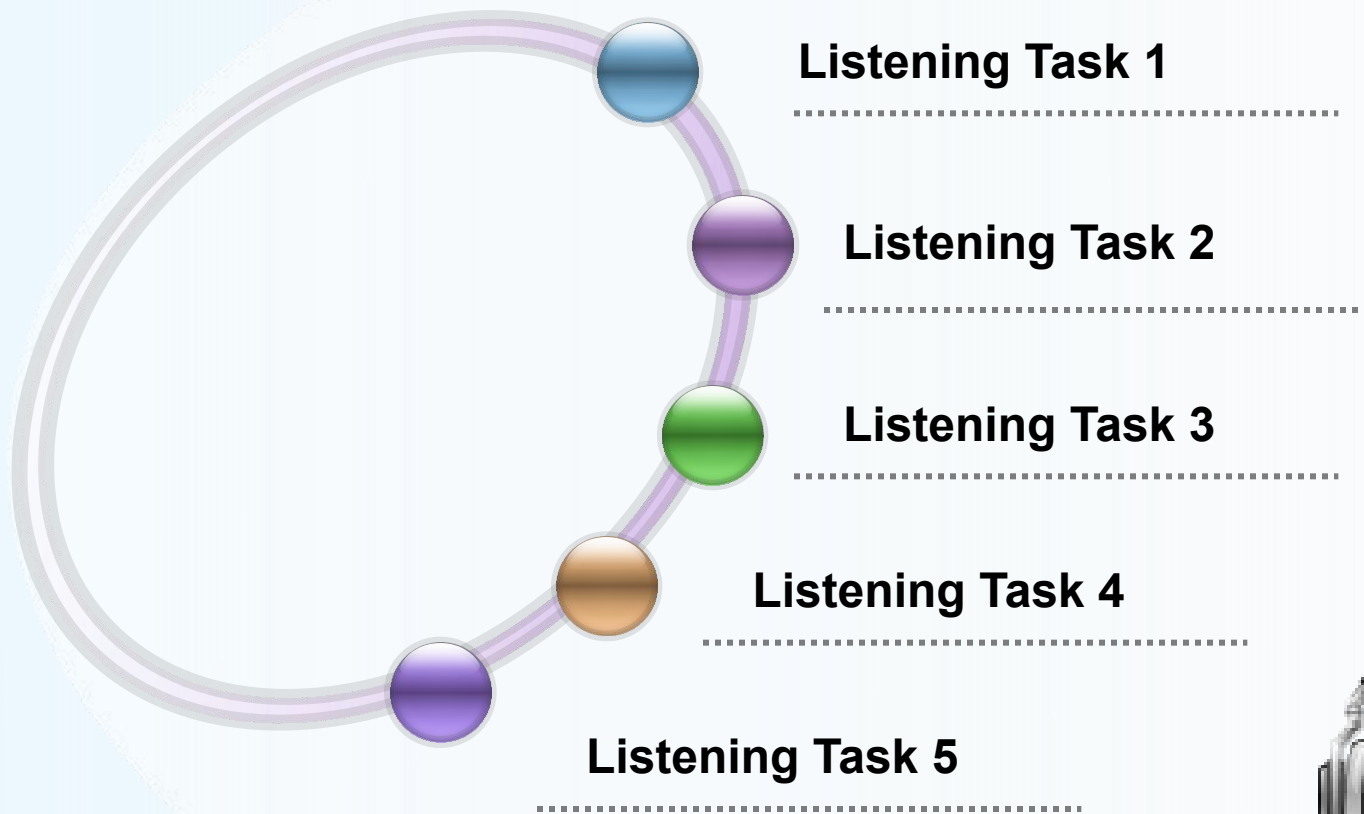
Reading A: Task 4

Task 4 Suppose you are the Marketing Manager of a perfume MNC, planning to penetrate into the Chinese market. What factors will you take into account when pricing your products? Discuss with your classmates.

» (*Open answer*)



Listening



Listening task 1



Task 1



Jack Hunter, the marketing manager of Hampshire Cosmetics Ltd., is talking to his assistant Emma about the pricing of their new product. Listen to the conversation and answer the following questions.

1. What product have they just developed?

A new face cream.

2. What's the objective for this product?

To capture a large market share.

3. What pricing strategy does Emma suggest?

Penetration pricing.

4. What will it take longer to recover if Emma's suggestion is taken?

Production and development costs.

5. What will help reduce costs and make profits according to Emma?

The large sales volume.



Listening task 2



Task 2 Jack Hunter is talking with his colleague Helen about the pricing strategy. Listen to the conversation and fill in the blanks with what you hear.



1. pricing strategy

2. build market
share

3. samples

4. low-income

5. psychological

Mr. Hunter: Helen, what do you think about the **1.** _____ of our new face cream?

Helen: I think setting a low price for the cream and using a penetration pricing strategy will **2.** _____ quickly.

Mr. Hunter: But consumers usually relate quality to price. Won't they think our cream is of low quality?

Helen: We can offer **3.** _____ for consumers to test. I think we can convince our customers that the cream is really of good quality and exceptional value for the money.

Mr. Hunter: Good! OK, so what other factors do we need to take into consideration? I suppose one factor is our target market?

Helen: Yes, who are we targeting?

Mr. Hunter: Middle-aged, **4.** _____ women.

Helen: This type of consumer is sensitive to price. So we could use some psychology. You know, consumers perceive prices to be cheaper if they end in odd numbers. For example, we charge \$9.99 instead of \$10 or \$99.95 instead of \$100.

Mr. Hunter: Right. We need to develop both a penetration and **5.** _____ strategy to set the price!



Listening task 3



Task 3 Jack Hunter is talking with Helen about the launch of the new product. Listen to the conversation and choose the best answer to each of the following questions.



1. When is the new face cream going to be launched?
A. In December. B. In November. C. In September.
2. What are women busy shopping for during December?
A. Birthday gifts. B. Christmas gifts. C. New Year's gifts.
3. What promotion does Helen suggest to help attract customers?
A. Buy one, get one free. B. Buy two, get one free.
C. Buy one, get two free.
4. What pricing strategy can be effective in the introductory stage according to Mr. Hunter?
A. Psychological pricing. B. Time pricing. C. Promotional pricing.
5. When will they call a meeting to further discuss the issue?
A. This afternoon. B. Tomorrow. C. The day after tomorrow.



Listening task 4



Task 4 Jack Hunter is talking with his colleague Jane on the phone. Listen to the conversation and decide whether the following statements are true (T) or false (F).



F

1. The sales of the face cream stayed stable for the whole year.

F

2. Since last June, profits have begun to decline.

T

3. The company is using a geographical pricing strategy in India.

T

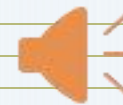
4. The prices of key raw materials are increasing and shipping costs have risen sharply.

F

5. Jane will report the results of the survey analysis to Mr. Hunter next month.



Listening task 5



Task 5 Professor Thompson is giving a short talk to students on factors that will influence product pricing strategies. Listen carefully and complete the following notes.



First factor: the level of competition

Reason: without considering competitors' prices = business failure

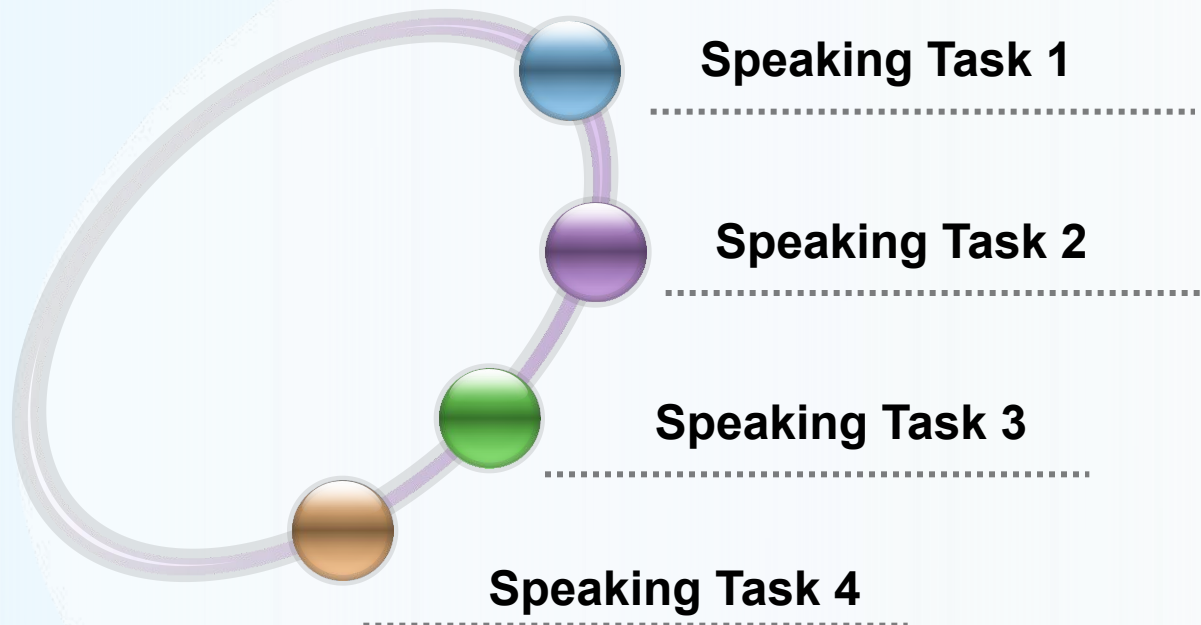
Second factor: perceived value

Reason: low price = low quality


Third factor: product development cost



Speaking



Speaking task 1

Task 1  Work in pairs. Suppose David, the marketing manager of Roy's Furniture Company, wants to ask his colleague Harry's opinion on the pricing strategy for a new piece of furniture. Practice making a conversation between them. Refer to the following expressions if necessary.

» Sample

A: What's your opinion about the pricing strategy for our new furniture?

B: Well, I think it's not appropriate. I feel that a penetration pricing strategy will build market share quickly.

A: I agree with you.



Speaking task 2

Task 2 Work in groups. Suppose you are staff members of the Marketing Department of Roy's Furniture Company. Now you are discussing the pricing strategy the company is going to implement for the new furniture. Practice approving and disapproving of

» Sample

A: I feel that we may use psychological pricing strategy for our new product.

B: I can't agree with you.

A: Then, what about promotional pricing strategy?

B: That's a good idea.

Approval

I agree.

That's a good idea.

I'm for it.

Disapproval

I don't think so.

I disagree.

I don't think that's a good idea.

I'm against it.



Speaking task 3

Task 3 Work in pairs. David is talking to his friend Mary about the pricing strategy his company has adopted for the new furniture. Practice making a conversation between them according to the following instructions.



» Sample

A: Hi, David.

B: Hi, Mary. Nice to see you here.

A: Yeah. How are you?

B: I'm busy with pricing our new product.

A: What pricing strategy have you adopted?

B: Penetration pricing.

A: Why?

B: Because we want to capture market share.



Speaking task 4

Task 4 Practice giving a simple presentation on the factors affecting pricing strategies. Refer to the following expressions if necessary.

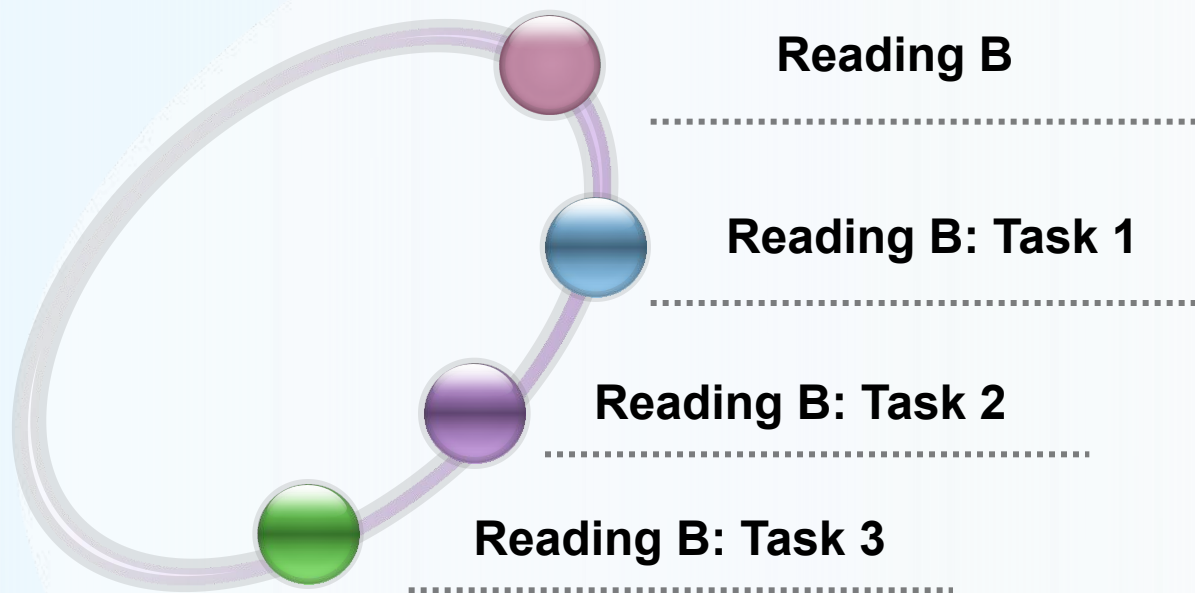


» Sample

- » Good morning, ladies and gentlemen! I'm glad to have the opportunity to share my thoughts with you. When it comes to the pricing of products, there are two factors you must take into consideration. The first factor is the demographics of the targeted customers. Let me share an illustration with you. Suppose your product is a portable bag specifically designed for students. If 90% of the populations in the region you are targeting are students, your product price will be affected positively. The second factor is product development cost. This is definitely a factor you cannot turn a blind eye to. In conclusion, the two factors are very important in the process of pricing.



Reading B



Reading B



翻译

McDonald's Pricing Strategies

- » **Product Line Pricing**
- » McDonald's has a unique pricing strategy. Their Value Meals fall into the category of product line pricing. "Where there is a range of products or services, the pricing reflects the benefits of parts of the range." For example, a customer can order a Two Cheeseburger Value Meal that comes with a medium drink and fries for around \$3 (prices may vary). The customer can choose to Super Size this meal to get a larger drink and more fries for a little more money or they could buy another Value Meal that might include different items at a different price.



Reading B



翻译

- » **Promotional Pricing**
- » Almost all McDonald's have signs and banners indicating special promotions. For example, currently the McDonald's in Maine is advertising "Two Sausage McMuffin's for \$3". This promotion can be seen on a large banner draped across many restaurants in Maine. Promotions change weekly and may consist of different menu items packaged together.
- » **Penetration Pricing**
- » When McDonald's first began to break into the coffee market, they ran a large marketing campaign in order to gain some market share in the industry. For a limited time, customers could get a free coffee every morning from 8:00-8:30. This was to promote their new coffee partnership with Green Mountain Coffee and helped spread the word that McDonald's was now offering coffee.



Reading B



翻译

- » Value Pricing
- » “This approach is used where external factors such as a recession or increased competition force companies to provide ‘value’ products and services in order to retain sales.” The most notable and recent example of this is McDonald’s “Dollar Menu”. The Dollar Menu was created because McDonald’s recognized that the economy was in decline and that their competition was getting fiercer. The introduction of the Dollar Menu, from which customers can buy a number of single products for only one dollar, is by far the most economical product line that McDonald’s has ever offered. The Dollar Menu recognizes the current economic climate and has increased the pressure on competitors.



Reading B: Task 1

Task 1 Read the passage and complete the following table.

Pricing Strategy of McDonald's	Example
Product Line Pricing	Value Meals
Promotional Pricing	Sausage McMuffin's
Penetration Pricing	Free Coffee
Value Pricing	Dollar Menu



Reading B: Task 2

Task 2 Match the following terms with their Chinese meanings.

- | | | |
|-------------------------|---|-----------|
| 1. pricing strategy | → | a. 营销活动 |
| 2. product line pricing | → | b. 渗透定价法 |
| 3. promotional pricing | → | c. 产品系列 |
| 4. penetration pricing | → | d. 经济形势 |
| 5. value pricing | → | e. 定价策略 |
| 6. marketing campaign | → | f. 产品线定价法 |
| 7. external factors | → | g. 超值套餐 |
| 8. product line | → | h. 促销定价法 |
| 9. economic climate | → | i. 外因 |
| 10. value meal | → | j. 价值定价法 |



Reading B: Task 3

Task 3 Translate the following passage into Chinese.

A business develops the pricing strategy for a product after performing a marketing analysis. Product distribution, positioning and promotional decisions are made and demand is estimated. A pricing strategy is formulated taking into consideration factors of cost, competitors and profit objectives. Possible pricing strategies include a full-price strategy, competitive pricing, discount pricing or a mix of the above.

对市场进行分析之后，企业会对产品进行定价，同时决定如何对产品进行分销、定位和促销，并估算需求量。制定定价策略时会考虑成本、竞争对手和利润目标等因素。可能采用的定价策略包括全价定价法、竞争定价法、折扣定价法，或者是上述方法的组合。



Writing

Suppose you are Caroline Johnson of Cadbury Bicycle Factory. Write a letter to Tony Black, one of your customers, to announce your price reduction on Model K bikes. The following details should be included.

Dear Mr. Black,

It is my pleasure to inform you of a price decrease of Model K bikes.

To celebrate 10-year anniversary, our company will launch a promotional campaign. There will be a 15% price reduction on Model K bikes. The effective date will be from July 1, 2012 to September 1, 2012. Of course, you can expect the same quality and service from us.

We look forward to continued cooperation with you in the future.

**Sincerely yours,
Caroline Johnson**



Project

Project Guidelines

This project aims to go through the process of pricing a product. The whole task is divided into three steps. Step One is about the factors affecting the final price of a product. Step Two focuses on commonly used pricing strategies. Step Three concerns the selection of appropriate pricing strategies in specific market situations.

Please follow the *Task Description to complete the project.*



Project

Task Description

Step One

- Divide the class into several small group of 4-6 students;
- Decide on a product you'd like to do research on;
- Discuss the factors that will affect the final price of the product;
- Categorize these factors into internal and external factors.

Step Two

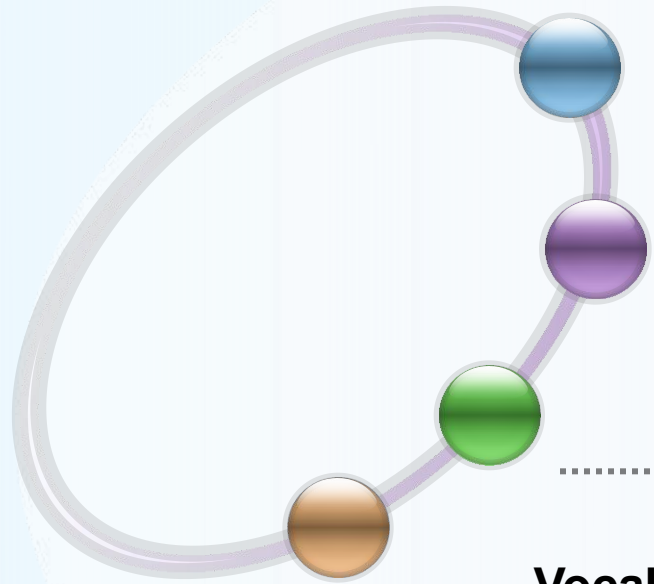
- Come up with commonly used pricing strategies;
- Discuss what these pricing strategies are about.

Step Three

- Discuss and decide which of the pricing strategies mentioned above will be used for the product;
- Summarize the discussion and report to the whole class.



Vocabulary and Structure



Vocabulary: Task 1

.....

Vocabulary: Task 2

.....

Vocabulary: Task 3

.....

Vocabulary: Task 4

.....



Vocabulary & Structure: Task 1

Task 1 Fill in the blanks with the words from this unit that match the meanings in the column on the right. The first letters are already given.

- 1 **b**onus money added to someone's wages, especially as a reward for good work
- 2 **s**neaker a type of light soft shoes with a rubber
- 3 **d**rape to put something somewhere so that it hangs or lies loosely
- 4 **b**anner a long piece of cloth on which something is written, often carried between two poles
- 5 **p**roductivity the rate at which goods are produced, and the amount produced, especially in relation to the work, time, and money needed to produce them
- 6 **e**nthusiast someone who is very interested in a particular activity or subject
- 7 **c**ategorize to put people or things into groups according to the type of person or thing they are
- 8 **p**remium of very high quality
- 9 **r**etain to keep something or continue to have something
- 10 **c**ampaign a series of actions intended to achieve a particular result relating to politics or business, or a social improvement



Vocabulary & Structure: Task 2

Task 2 Fill in each blank with the appropriate form of the word given in brackets.

1. Mr. Sun is making an enthusiastic (enthusiast) lecture to the students in the waterborne hall.
2. This attitude goes against the company's regulation (regulatory) and it must be reported.
3. The demand for some goods is less sensitive (sensitivity) to price changes than others.
4. The marketers (market) are discussing if the TV station has any future.
5. I missed the train and consequently (consequent) was late for work.
6. Wage rates depend on levels of productivity (productive).
7. He made a considerable (consider) sum of money in real estate.
8. The villagers used advanced instruments to open up wasteland, and have achieved notable (note) results.
9. Although very rich, he still leads an economical (economic) life.
10. Dr. Roberts is a leading (lead) expert and heads the faculty at the university.



Vocabulary & Structure: Task 3

Task 3 Complete the following sentences with the words or phrases given below. Change the form if necessary.

fall into

threaten

perceive

recession

package

take into account

depend on

adjust

volume

categorize

1. Pollution along the coastline is **threatening** marine life.
2. His latest work cannot be **categorized** as either a novel or an autobiography.
3. People now **perceive** that green issues are important to our future.
4. All living things **depend on** the sun for their growth.
5. The language of the article will have to be **adjusted** for the mass market.
6. The videos were **packaged** up, ready for distribution.
7. According to doctors, some diseases **fall into** the category of stress-related illnesses.
8. The economy started to recover after years of **recession**.
9. The **volume** of traffic on the road has increased dramatically in recent years.
10. People seem to fail to **take into account** the fact that education does not end with graduation.



Vocabulary & Structure: Task 4

Task 4 Translate the following Chinese into English using the words or phrases given in brackets.

do not take into account changes in the inflation rate

1. These figures _____ (没有考虑到通货膨胀率的变化). (take into account, inflation)

2. Non-allergenic wet baby wipes are best for **cleaning the sensitive skin** _____ (擦拭敏感皮肤). (sensitive)

If you want to increase profits by a large margin

3. _____ (要想大幅度提高利润), you should work hard on technological development. (margin)

retain many aspects of their ancient culture

4. Chinese Americans _____ (保留了他们古老文化的许多方面), even after having lived here for several generations. (retain)

5. If investors are going off risks, **why are they still keen on emerging markets** _____ (为什么他们对新兴市场仍旧如此热衷呢)? (emerging market)



Reading A Backdrop

» Emerging market

- ✔ An emerging market generally refers to a developing market economy with low-to-middle per capita income. Countries in this category are usually undertaking a process of economic development and reform. Many countries in the world fall into this category. An important feature of most emerging markets is that they are in the process of moving from closed economies to more open economies. As part of this process, emerging countries generally experience rapid growth in both local and foreign investment.

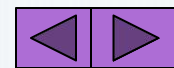
back



Reading A Translation

在新兴市场定价

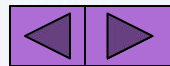
- ✓ 产品的最终价格可能受到许多因素的影响，例如产品的成本、需求状况、目标客户、外部环境（如竞争环境、经济环境及政府监管等）以及营销组合的其他要素，例如产品的性质、产品生命周期的所在阶段及产品的推广与分销等。这些影响因素可划分为两个主要类别：内部因素和外部因素。



Reading A Translation

在新兴市场定价

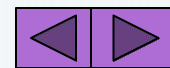
- ✓ 内部因素
- ✓ 有些因素可以由公司控制，且必要时可以调整，但快速改变的空间不大。例如，价格可能在很大程度上受制于生产设备的生产率（例如，在一定时间内的产量）。营销人员知道，提高生产率将降低单位成本，进而降低产品价格。但提高生产率可能需要对生产设备进行大规模改造，如新建厂房或购入新机器设备。这需要时间，而且在相当长的时间内无益于拉低价格。



Reading A Translation

在新兴市场定价

- ✓ 外部因素
- ✓ 定价往往必须考虑外部因素，特别是定价决策涉及消费品及国际市场的情形。例如，维斯帕牌摩托车的制造商皮亚吉奥在10年后于2010年重新进入印度市场。印度是全球消费需求最具价格弹性的区域之一。印度的摩托车市场已经存在多家世界领先的竞争对手，如本田和铃木，以及新近进入印度的企业雅马哈。皮亚吉奥还需要应对一些印度当地的公司，如TVS摩托、英雄摩托公司、马欣德拉和巴贾伊自动车有限公司。



Reading A Translation

- ✔ 欲能在印度市场参与竞争，皮亚吉奥必须花大力气降低其在印度区域的成本结构。皮亚吉奥投资高达1000万欧元在印度本地建厂，目的是将其在印度区域的成本结构调整到低于进口商的成本水平，并与当地生产企业的成本结构相当。换言之，皮亚吉奥正在采取措施，使之能与竞争对手站在同一起跑线上。
- ✔ 皮亚吉奥在印度发布的维斯帕LX 125型摩托车定价66,661卢比或790欧元。在66,661卢比价位上，维斯帕LX 125型摩托车要高于当地其他大部分品牌的竞争车型。竞争车型的售价通常在40,000至60,000卢比之间位置。但维斯帕牌摩托车与印度市场多数其他品牌相比，消费者享有更多的福利。因此，维斯帕牌摩托车的价位可以说居于中间位置。在这一位置，很少有竞争对手感觉受到威胁，并且皮亚吉奥可以凭借当地生产和高附加值的价值主张展开攻势。仅在产品发布后的前九个月，皮亚吉奥就售出超过25,000辆摩托车。对于皮亚吉奥来讲，这款产品首销告捷。



Listening task 1 Script



- » **Mr. Hunter:** As you know, we've just developed a new face cream. It's important we get the pricing strategy right.
- » **Emma:** Yes. That'll be critical. What's the objective for this product?
- » **Mr. Hunter:** We want to capture a large market share.
- » **Emma:** Then, I think we'd better use penetration pricing. We'll have to consider our competitors' prices, and sell the new cream cheaper.
- » **Mr. Hunter:** Yes, but it'll take longer to recover our production and development costs. As you know, we've invested a lot developing this particular product.
- » **Emma:** Yes, I know, but it is a very good cream. If we sell at a lower price than our competitors, we should be able to build market share quickly. Then, the large sales volume will help reduce production costs and achieve profit.
- » **Mr. Hunter:** Mm!



Listening task 2 Script



- » **Mr. Hunter:** Helen, what do you think about the pricing strategy of our new face cream?
- » **Helen:** I think setting a low price for the cream and using a penetration pricing strategy will build market share quickly.
- » **Mr. Hunter:** But consumers usually relate quality to prices. Won't they think our cream is of low quality?
- » **Helen:** We can offer samples for consumers to test. I think we can convince our customers that the cream is really of good quality and exceptional value for the money.
- » **Mr. Hunter:** Good! OK, so what other factors do we need to take into consideration? I suppose one factor is our target market?
- » **Helen:** Yes, who are we targeting?
- » **Mr. Hunter:** Middle-aged, low-income women.
- » **Helen:** This type of consumer is sensitive to price. So we could use some psychology. You know, consumers perceive prices to be cheaper if they end in odd numbers. For example, we charge \$9.99 instead of \$10 or \$99.95 instead of \$100.
- » **Mr. Hunter:** Right. We need to develop both a penetration and psychological strategy to set the price!



Listening task 3 Script



- » **Helen:** When is the new face cream going to be launched?
- » **Mr. Hunter:** Next month.
- » **Helen:** In December?
- » **Mr. Hunter:** Yes.
- » **Helen:** December is a good time. People, especially women, are busy shopping for Christmas gifts.
- » **Mr. Hunter:** Yes, that's why we chose December.
- » **Helen:** During this special period, perhaps we should also run a "buy one, get one free" promotion to help attract customers.
- » **Mr. Hunter:** Mm. Promotional pricing can be effective in the introductory stage of marketing a new product but I'm not sure whether the "buy one, get one free" strategy is the most appropriate strategy for this. We're hoping to undercut our competitors on price so the margins won't be high.
- » **Helen:** The price will either make or break our business so we need to get it right.
- » **Mr. Hunter:** Yes, you're right. Good pricing strategies depend on several factors. All these factors should be taken into account. Tomorrow we'll call a meeting to further discuss this issue.



Listening task 4 Script



- » **Mr. Hunter:** Hello, Jane. How are sales?
- » **Jane:** Good for the first half year. Sales held steady and our profit margin stayed stable. But since last July, profits have begun to decline.
- » **Mr. Hunter:** What's the problem?
- » **Jane:** I think it's the geographical pricing strategy we're using in India. The new face cream is priced lower in India than it is in our country in order to compete, so the margins are very tight.
- » **Mr. Hunter:** Yes?
- » **Jane:** But the prices of key raw materials are rising and shipping costs have increased steeply. So if we remain with the same low price, our profit margin will be negligible.
- » **Mr. Hunter:** You're right. We'll have to adjust our price. Jane, you'd better conduct a market survey and find out just what the local competition is charging. The results will help us to decide what to do.
- » **Jane:** OK. Next week I'll give you a report on the results of the survey analysis.
- » **Mr. Hunter:** Thank you.



Listening task 5 Script



- » Good morning, ladies and gentlemen! It is a great honor for me to be here sharing with you my opinions. When it comes to the pricing of products, there are certain factors you must take into consideration. The first factor is the level of competition. Pricing your product without considering your competitors' prices is a sure way to business failure. Perceived value of your product is another factor you must take into consideration. The reason is that customers often associate low price with low quality. Meaning, if your product is priced too low, customers tend to feel the product is of low quality. The third factor is product development cost. This is definitely a factor you cannot turn a blind eye to. You should never sell your product below its actual cost price.
- » As a final note, I think it's worthwhile you know that price is a double-edged sword that can either make or break your business.



Reading B Translation

麦当劳定价策略

- ✔ 产品线定价法
- ✔ 麦当劳有一种独特的定价策略——产品线定价法。其套餐就属于该定价法，即“对于一系列产品或服务，其定价体现了对系列中各项的优惠”。例如，消费者可以点一份包括一个双层吉士汉堡、一中杯饮料和一中包薯条的套餐，总共约3美元（价格可能会变化）。如果消费者想点大杯饮料和大包薯条，只需加一点儿钱就行，他们也可以另买一份套餐，但套餐项可能与之不同，价格也不同。



Reading B Translation

麦当劳定价策略

- ✔ 促销定价法
- ✔ 几乎所有麦当劳店都有展示牌和横幅告知消费者特殊的促销产品。例如，缅因州麦当劳店现在的广告宣传是“两个猪柳汉堡仅3美元”。在缅因州，人们可以看到印有该促销宣传的巨幅横幅垂挂在许多麦当劳店面大楼上。促销活动每周都变，可能是不同菜单项的组合。
- ✔ 渗透定价法
- ✔ 首次进军咖啡市场时，为了在该行业占据一定市场份额，麦当劳举行了大规模的市场营销活动。消费者每天早晨在限定的时间八点到八点半，可以在麦当劳免费喝咖啡。麦当劳在宣传它与绿山咖啡公司的合作的同时，也在宣传麦当劳现在提供咖啡了。



Reading B Translation

麦当劳定价策略

- ✓ 价值定价法
- ✓ “在经济衰退或竞争加剧等外部因素影响下，为保持销售额，公司会采用价值定价法，提供‘优质低价’的商品或服务。”关于这种定价法，最广为人知的例子是麦当劳近期推出的“一美元菜单”。之所以推出一美元菜单是因为麦当劳意识到，经济滑坡，竞争越发激烈。一美元菜单使消费者只花一美元就可以选购多种产品，是麦当劳迄今为止推出的最经济实惠的产品系列。麦当劳认清了当前的经济形势，推出了一美元菜单，使同业竞争者倍感压力。





ENGLISH FOR CAREERS

Thank You !

市场营销英语

English for Sales and Marketing