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## **Pricing it Right**

### **Three Caselets in Pricing**

#### **Section 1: Introduction**

Pricing plays a crucial role in the success of any product or service. It involves making strategic decisions to set a price that not only covers costs but also maximizes profitability. In this blog post, we will explore three caselets that delve into different aspects of pricing strategies. From dynamic pricing systems to premium pricing and its impact on product adoption, we will uncover the intriguing world of pricing.

#### **Section 2: Caselet 1: Priceline's Pricing Strategy: Name Your Own Price (NYOP) & Beyond**

Priceline, a pioneer in the travel industry, introduced a game-changing pricing strategy called Name Your Own Price (NYOP). This innovative system allowed customers to bid on hotel rooms, flights, and rental cars. We will examine how Priceline successfully implemented NYOP, its impact on the market, and the challenges they faced in expanding beyond this model.

#### **Section 3: Caselet 2: Apple's Pricing Strategy For iPhone in The US**

Apple, known for its premium products, adopted a unique pricing strategy for its iconic iPhone. We will explore how Apple positioned the iPhone as a premium device and set its price accordingly. Additionally, we will analyze the factors that contributed to the success of this pricing strategy and its implications on the early adopter market.

#### **Section 4: Caselet 3: Roche's Pricing Strategy for Fuzeon**

Roche, a pharmaceutical company, faced a pricing challenge with its breakthrough HIV medication, Fuzeon. We will delve into the complexities of pricing life-saving drugs and the considerations Roche had to make. This caselet will shed light on the delicate balance between profitability, accessibility, and public perception in the pharmaceutical industry.

#### **Section 5: Exhibits**

To provide a comprehensive understanding of the caselets, we have included exhibits that visually represent the pricing strategies, market dynamics, and key factors discussed. These exhibits will further enhance your understanding of the concepts and insights shared throughout the blog post.

#### **Section 6: Conclusion**

In conclusion, pricing is a multifaceted aspect of business strategy that requires careful analysis and decision-making. Each caselet explored in this blog post highlights the importance of understanding market dynamics, customer behavior, and the impact pricing can have on product adoption and diffusion. By studying these real-world examples, we can gain valuable insights into crafting effective pricing strategies that align with business goals and customer expectations.

