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| --- | --- |
| **Area** | **Our Details** |
| Our services | We provide accommodation/walking tours/food & drink/activities….. |
| Our prices | We charge the following Prices: |
| Our target market(s) | Our main market is those seeking a short stay/ long break/ day out…. |
| A profile of our ideal customer(s) | Our ideal customers are adult/child/family/ groups who are seeking…. |
| Our seasonality | Our high season period(s) are between….  Our low season periods are between…..  Our other seasonally high periods are Easter/Christmas/ School half-terms/local events & festivals….. |
| Our competitors | Our main (direct) competitors are:   1. A 2. B 3. C   We differentiate ourselves from these by…..  Our main (indirect) competitors are:   1. D 2. E 3. F   We differentiate ourselves from these by….. |
| Our complementary businesses | The main complementary businesses to ours include:   1. G 2. H 3. I   We already work with….. and we would consider working with….. to attract new business opportunities. |
| Our Unique Selling Point(s) | Our Unique Selling Points are …… and we promote that on all our websites. |
| Other |  |
| Other |  |
|  | **Our Strategic Pricing Policy** |
| Our review cycle | 1. Annually – full review 2. New Service launch 3. Collaborations 4. Seasonal |
| Our Pricing Strategies (When/if/how) | Dependent on our product or service and other factors, we consider the following pricing strategies:   * Value-based pricing * Competitive pricing * Price skimming * Cost-plus pricing * Penetration pricing * Economy pricing * Dynamic pricing   Our predominant pricing strategy for our main products is Value-based and we ensure our marketing plans reflect this….. |
| Our approach to seasonality | We have four main seasons::   1. A 2. B 3. C 4. D   In terms of pricing for seasonality, we….. |
| When/why we discount | We do not offer any discounts as our product/service is a premium one…..or  We discount for families or Groups….. |
| Our Competitors | We review our competitor offerings, prices, marketing, feedback, websites and booking sites every month and we +  React to it by changing our message if necessary….. |
| Our Marketing | We ensure that our USP na d key features/benefits are consistently in our marketing campaigns….. |
| Feedback | We seek innovative ways to get feedback on our pricing and other aspects of our service to ensure our pricing delivers strong customer value.  We capture the feedback and use it to promote or improve our business and to maximise our revenue without losing quality…. |
| Other |  |
| Other |  |

Approved and Introduced on \_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Reviewed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_