**Pricing strategies**

|  |  |  |
| --- | --- | --- |
| **Pricing strategy** | **Explanation** | **Example products** |
| Penetration |  |  |
| Skimming |  |  |
| Leadership and Taking |  |  |
| Predator (destroyer) |  |  |
| Premium |  |  |
| Seasonal |  |  |
| Loss Leader |  |  |
| Psychological |  |  |
| Discrimination |  |  |
| Cost-plus |  |  |
| Mark up |  |  |