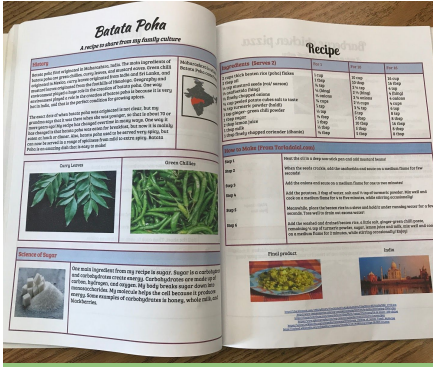


Finding The Perfect Price Point



The **unit cost** of our book is \$19.23. This includes the printing and publishing of our book.

Your job is to find a reasonable price (**price point**) to sell this product that gives a **sustainable profit** and can **compete** with other online sellers.

Competition

First off, find some competitors online. (Amazon is a good place to search for any potential competition)

Link to comparable product	Competitor Name	Sale Price	Rating

Our Price	
Things to Consider (What things should affect how much we sell our product for? What is our point of difference?)	Ex: We are a group of 6th grade students starting a business 1. 2. 3.
Sales Price (How much should we sell our product for?)	Ex: \$45.00
What is the profit per item sold?	Ex: $\$45.00 - 2.95 = 42.05$
Why will people buy our product for this price?	
What makes our product different/better than the others?	
What are some creative ways we can advertise/sell our product?	

