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)

<table>
<thead>
<tr>
<th>Link to comparable product</th>
<th>Competitor Name</th>
<th>Sale Price</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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?