KONSEP HARGA

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What Is Price?

Price is that which is given up in an exchange to acquire a good or service. Price also plays two roles in the evaluation of product alternatives: as a measure of sacrifice and as an information cue.

"Trying to set the right price is one of the most stressful and pressure-filled tasks of the marketing manager."

$$Price \times Units = Revenue$$

Pricing Objectives

To survive in today's highly competitive marketplace, companies need pricing objectives that are specific, attainable, and measurable.

ProfiT maximizaTion means setting prices so that total revenue is as large as possible relative to total costs **SaTiSfacTory ProfiTS** are a reasonable level of profits **TargeT reTurn on inVeSTmenT** The most common profit objective is a target **return on investment (ROI)**, sometimes called the firm's return on total assets
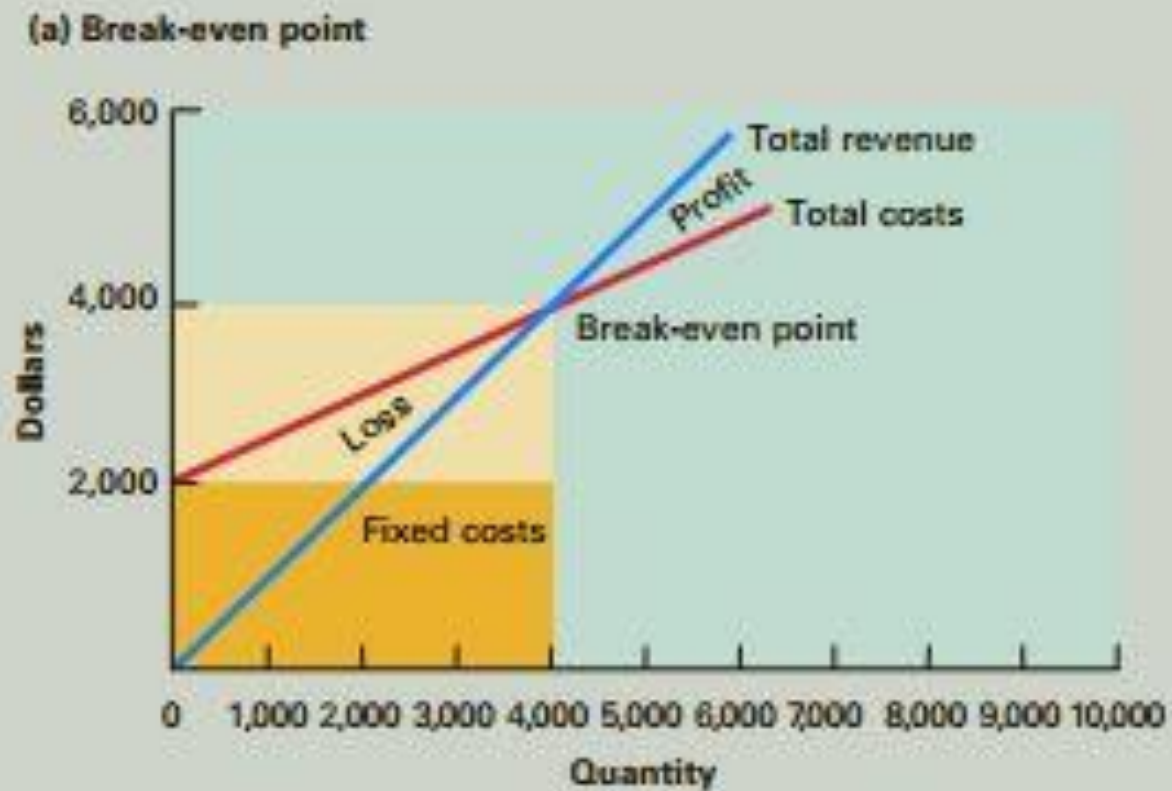
Market share is a company's product sales as a percentage of total sales for that industry

EXHIBIT 19.1	TWO WAYS TO MEASURE MARKET SHARE (UNITS AND REVENUE)				
Company	Units Sold	Unit Price	Total Revenue	Unit Market Share	Revenue Market Share
A	1,000	$1.00	$1,000	50	25
B	200	4.00	800	10	20
C	500	2.00	1,000	25	25
D	300	4.00	1,200	15	30
Total	2,000		$4,000		

SaleS maximizaTion Rather than strive for market share, sometimes companies try to maximize sales. A firm with the objective of maximizing sales ignores profits, competition, and the marketing environment as long as sales are rising.

EXHIBIT 19.2 COSTS, REVENUES, AND BREAK-EVEN POINT FOR AMY'S CANDLES

(a) Break-even point

(b) Costs and revenues

Output	Total fixed costs	Average variable costs	Total variable costs	Average total costs	Average revenue (price)	Total revenue	Total costs	Profit or loss
500	$2,000	$0.50	$ 250	$4.50	$1.00	$ 500	$2,250	($1,750)
1,000	2,000	0.50	500	2.50	1.00	1,000	2,500	(1,500)
1,500	2,000	0.50	750	1.83	1.00	1,500	2,750	(1,250)
2,000	2,000	0.50	1,000	1.50	1.00	2,000	3,000	(1,000)
2,500	2,000	0.50	1,250	1.30	1.00	2,500	3,250	(750)
3,000	2,000	0.50	1,500	1.17	1.00	3,000	3,500	(500)
3,500	2,000	0.50	1,750	1.07	1.00	3,500	3,750	(250)
*4,000	2,000	0.50	2,000	1.00	1.00	4,000	4,000	0
4,500	2,000	0.50	2,250	0.94	1.00	4,500	4,250	250
5,000	2,000	0.50	2,500	0.90	1.00	5,000	4,500	500
5,500	2,000	0.50	2,750	0.86	1.00	5,500	4,750	750
6,000	2,000	0.50	3,000	0.83	1.00	6,000	5,000	1,000

*Break-even point

Buat PAPER (WAJIB) maksimal 5 halaman dari materi yang sudah dijelaskan

THANK YOU!

ANY QUESTIONS?