



# MENGIDENTIFIKASI HARGA RETAIL

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## High/Low Pricing

Retailers using a **high/low pricing strategy** frequently—often weekly—discount the initial prices for merchandise through sales promotions. However, some customers learn to expect frequent sales and simply wait until the merchandise they want goes on sale and then stock up at the low prices.

# Everyday Low Pricing

Many retailers, particularly supermarkets, home improvement centers, and discount stores, have adopted an **everyday low-pricing (EDLP) strategy**.

The term *everyday low pricing* is somewhat misleading because low doesn't mean "lowest."

Although retailers using EDLP strive for low prices, they aren't always the lowest prices in the market. At any given time, a sale price at a high/low retailer may be the lowest price available in a market.



The retailer on the left is using a high/low pricing strategy, whereas the one on the right is using an everyday low pricing strategy.

## The high/low pricing strategy

*Increases profits.* High/low pricing allows retailers to charge higher prices to customers who are not price-sensitive and will pay the “high” price and to charge lower prices to price-sensitive customers who will wait for the “low” sale price.

***Creates excitement.*** A “get them while they last” atmosphere often occurs during a sale. Sales draw a lot of customers, and a lot of customers create excitement. Some retailers augment low prices and advertising with special in-store activities, such as product demonstrations, giveaways, and celebrity appearances.

***Sells slow moving merchandise.*** Sales allow retailers to get rid of slow-selling merchandise by discounting the price.

# The EDLP approach

*Assures customers of low prices.* Many customers are skeptical about initial retail prices. They have become conditioned to buying only on sale—the main characteristic of a high/low pricing strategy. The EDLP strategy lets customers know that they will get the same low prices every time they patronize the EDLP retailer.

***Reduces advertising and operating expenses.***

The stable prices caused by EDLP

limit the need for the weekly-sale advertising used in the high/low strategy.

In addition, EDLP retailers do not have to incur the labor costs of changing price tags and signs and putting up sale signs.

***Reduces stockouts and improves inventory management.*** The EDLP approach reduces the large variations in demand caused by frequent sales with large markdowns. As a result, retailers can manage their inventories with more certainty.

# Pricing Strategies Used by Services Retailers

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Additional issues that need to be considered when

pricing services are (1) the need to match supply and

demand and (2) the difficulties customers have in determining service quality.



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# Thank You!

Any Questions?