YOUR QUICK TOUR

Pricing is a system, not a guess

A useful price connects customer value, alternatives, full delivery cost, capacity, risk and the business goal.

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YOUR FINISH LINE

One offer with a full cost, target margin, value evidence, clear scope, discount rules and a small live pricing test.

01 / MEET YOUR GUIDE

Leena prices the whole job - not just flour

Fictional example: Leena, her cake studio and all costs, prices and results are invented.



THE BUSY PRICE

Leena copies a competitor and counts ingredients only. Orders arrive, but custom messages, design changes, delivery and failed batches consume the margin.

THE PROFIT RESET

She measures the full cost to serve, defines revision limits, creates three packages and tests a higher price with a deposit and clear delivery fee.

THE LESSON

A sale is not a win if the price cannot support the promised work. Price the real offer, then test what customers value.

02 / THE PRICING COMPASS

Use four views before choosing a price

No single view is enough. A price can cover costs but miss value, or match competitors while ignoring your delivery model.

CUSTOMER VALUE

What useful outcome, convenience, confidence, speed, quality or risk reduction does the customer receive?

MARKET ALTERNATIVES

What else can the customer buy, build, delay or do without? Compare scope and quality, not only the visible price.

FULL COST + CAPACITY

What does delivery consume, and how many units or hours can you realistically supply without damaging quality?

BUSINESS GOAL

Is the goal healthy profit, market entry, cash recovery, capacity management, customer mix or another clear objective?

PRICING SENTENCE

For [customer], this [offer] creates [value]. It costs [full cost] to deliver, uses [capacity] and is priced at [amount] because [evidence].