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Pricing Strategy & Rate Card

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a pricing strategy and rate card — differentiated pricing for retail/contractor/project, landed-cost-plus for volatile items, margin bands by category, and price-update discipline — so you hold margin while staying competitive. Use it to set pricing. For margin tracking use the Margin Management & Analysis tool.

Purpose of this tool & output

Price by customer type and product without losing margin

How the output is used

Use it to price by customer type and product without losing margin — a rate-card approach for retail, contractor and project buyers.

Important cautions

Always price fast-moving items on current replacement cost, not what you paid; selling at old low cost during a rising market silently erodes capital.

Companion documents

- Margin Management & Analysis
- Discount & Negotiation Policy
- Customer Loyalty / Retail Scheme Design
- Contractor Incentive / Loyalty Program
- Competitive Pricing Response
- Value-Based Selling Guide

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