

Pricing & Margin Strategy

Consumer Electronics & Appliances

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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 and margin strategy — competitive product pricing (near online on hot models) recovered by attach, finance, EW, exchange and service, plus bundle and total-deal pricing — so you stay competitive on the sticker while making money on the whole deal. Use it to set pricing. For margin tracking use the Margin & Attach Management tool.

Purpose of this tool & output

Price to compete yet capture total-deal margin

How the output is used

Use it to price to compete yet capture total-deal margin — a pricing approach that protects margin through attach, finance and service.

Important cautions

Match online on the sticker of comparable hot models but make your money on the whole deal — accessories, extended warranty, finance, exchange, installation and service; measure margin per basket/sale, not per product.

Companion documents

- Margin & Attach Management
- Competitive / Online Price Response
- Discount & Negotiation Policy
- Finance & Warranty Commission Optimization
- Price List & Update Management

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.