

Competitor Price Positioning

India SMB

Document type: Financial model / analysis · Generated 15 Oct 2026

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

Recommends where to position your price — premium, mid-market or value — and a price band, with talking points to justify it, based on what rivals charge and your strengths. Use this to place your price in the market; for a cost-based number use the Cost-Plus Pricing Calculator.

Purpose of this tool & output

Tell us competitor prices and we suggest where to position yours

How the output is used

Use the positioning read to place your price against competitors on value, not just on the lowest number.

Who should vet it

A trusted mentor or accountant, to sanity-check that the position still protects your margin.

Important cautions

AI guidance based on inputs. Validate with real customer response.

Companion documents

- Business Pricing Guidance
- Cost-Plus Pricing Calculator
- Service Quotation Builder
- Discount & Margin Analyzer

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.