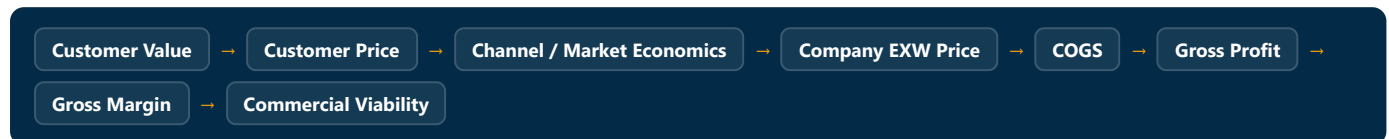


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PURPOSE

Strategic Price Positioning works backwards from what the end customer will pay — based on **perceived value** versus the competitive offer — through channel economics, to the company's **EXW selling price** and resulting margin.



CLIENT VALUE

Test whether a customer-value-based market price can support both channel economics and the company's required margin, before committing to it.

HOW TO USE

1. Enter the competitor / reference price and the perceived-value premium or discount, or override the **target customer price** directly.
2. Enter the **partner margin** and channel / market costs.
3. Enter company **Materials, Direct Labour, Manufacturing Overhead** and **Other COGS**.
4. Review the **Company EXW Selling Price**, Gross Profit, Gross Margin and **VIABLE / BELOW TARGET** result.
5. Change any input to test the position live, then export the record.

UNDERSTANDING THE RESULT

The result shows the Company EXW price the value-based market price can support, and whether the resulting gross margin meets your minimum acceptable margin (**VIABLE**) or falls short (**BELOW TARGET**).

EXPORT YOUR ASSESSMENT

Export PDF creates the client-facing pricing analysis, reflecting the actual prices, costs and margins you entered.