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## **Pricing On Purpose Creating And Capturing Value**

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Pricing is important since it defines the value that your product are worth for you to make and for your customers to use. It is the tangible price point to let customers know whether it is worth their time and investment. 1. Everything comes second to pricing. 2. Price optimization a huge impact on increasing profits

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Pricing Objectives. The objective once set gives the path to the business i.e. in which direction to go. The following are the pricing Objective of any firm is to set the price that is optimum and help the product or service to survive in the market.

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