

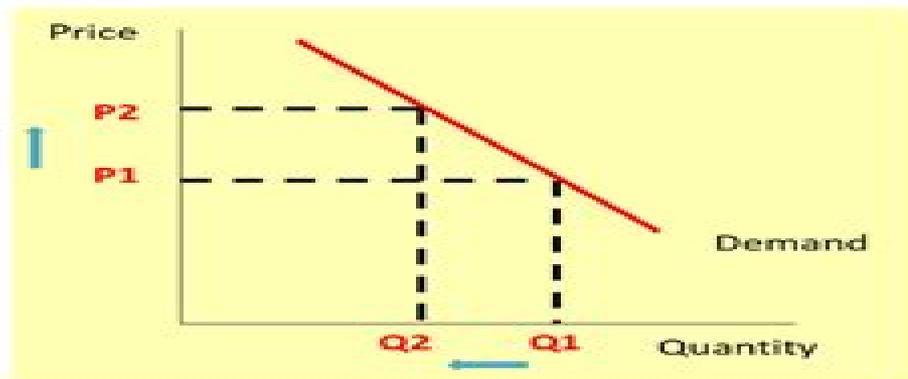
Lecture 9:

Pricing Decisions and Profitability Analysis

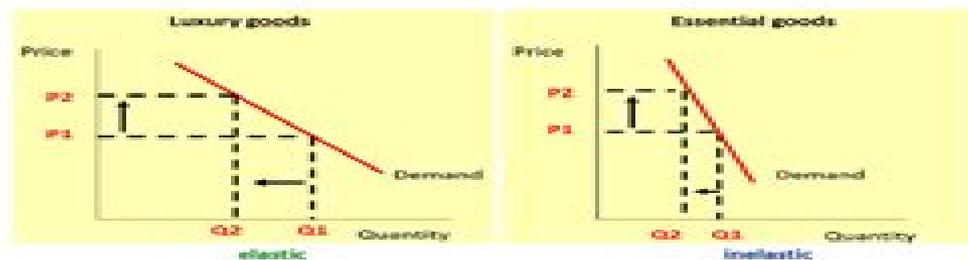
Theory of pricing

Economic theory

- According to **the law of demand**, market demand varies inversely with product price.
- The higher the price, the lower the market demand.



- The market demand of **essential goods** (e.g., bread) is less susceptible to price changes (= **inelastic**)
 - The demand of **luxury goods** (e.g., watch) is relatively **elastic**.



Pricing Decisions Profitability Analysis

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Datar,Charles Horngren,Madhav V.
Rajan**

Pricing Decisions Profitability Analysis:

Discover tales of courage and bravery in its empowering ebook, **Pricing Decisions Profitability Analysis** . In a downloadable PDF format (*), this collection inspires and motivates. Download now to witness the indomitable spirit of those who dared to be brave.

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