

International Pricing Techniques

International pricing is often considered the most critical and complex issue in international marketing.

The price setting strategy determines the basic price of a product, the price structure of the product line, and the system of rebates, discounts or refunds the firm offers.

Different Objectives of Pricing

Some of the more common pricing objectives are:

- maximize long-run profit.
- maximize short-run profit.
- increase sales volume (quantity)
- increase monetary sales.
- increase market share.
- obtain a target rate of return on investment (ROI)
- obtain a target rate of return on sales.