

STRATEGIC MANAGEMENT

# PRICING STRATEGY

Durasi: **2 hari** (16 jam) | Duration: **2 days** (16 hours)

## Menjawab Masalah Apa?

Perusahaan menggunakan strategi penentuan harga sebagai salah satu cara untuk mendorong pertumbuhan perusahaan yang tercermin dalam peningkatan laba perusahaan dari tahun ke tahun. Harga merupakan satu-satunya elemen dalam bauran pemasaran yang mewakili pendapatan perusahaan. Elemen bauran pemasaran yang lain, seperti promosi, produk, dan lain-lain justru mendorong munculnya biaya dalam menciptakan nilai untuk pelanggan. Strategi penetapan harga yang tidak terkoordinasi atau penggunaan pendekatan trial and error terhadap harga justru berdampak pada penurunan laba perusahaan.

Di lingkungan ekonomi global yang berubah secara cepat dan dramatis, pilihan konsumen makin bervariasi dan tak terbatas, serta inovasi teknologi yang eksplosif. Bahkan saat ini, konsumen tidak hanya membeli produk atau jasa, tetapi mereka membeli value (nilai). Kemampuan untuk memahami, mengidentifikasi dan menciptakan value yang diharapkan konsumen, serta mengkomunikasikan value proposition perusahaan secara efektif kepada konsumen merupakan hal penting. Oleh karena itu penetapan dan taktik harga merupakan faktor penting dalam menentukan posisi kompetitif, kesuksesan, dan akhirnya profitabilitas perusahaan.

## Manfaat Apa yang Anda Peroleh ?

Setelah selesai mengikuti program ini, peserta diharapkan mampu:

- Konsep Marketing Mix, terutama elemen Price.
- The power of pricing dan faktor-faktor yang mempengaruhi harga
- Tiga pendekatan umum dalam pricing strategy, yaitu Cost Based Pricing, Market Based Pricing, dan Value Based Pricing.
- Pengaruh biaya terhadap pembentukan harga dan Cost Volume Profit
- Demand based pricing dan competition based pricing.

## Apa Saya yang Dibahas

- Introduction to Pricing
  - 4P of Marketing Mix
  - The Power of Pricing
  - Faktor-faktor yang mempengaruhi penentuan harga
  - Tiga pendekatan umum dalam Pricing Strategy

## Problems to Be Addressed

*Company is applying pricing strategy as one of the means to boost company's growth, which is reflected in year-to-year incremental profit. Price is the only element within marketing mix that represents income for the company. Other elements, such as promotion, product, and others, are generating the presence of costs in creating value for the consumer. Pricing strategy that is not well-coordinated or by implementing trial and error approach for the pricing strategy, it will create the impact of decreasing profit for the company.*

*In global economy environment that changes rapidly and dramatically, consumer's choices become so diverse and limitless with explosive technology innovation. Nowadays, consumers not only buying products or services, rather they are purchasing value. The ability to understand, identify and create value that is expected by consumer, and to communicate effective company's value proposition are very important. Hence, price decision and price tactic are important factors to determine competitive position, success and lastly, company profit.*

## Objective

*Having attended this program, the participants are expected to be able to:*

- *Concept of Marketing Mix, especially element Price*
- *The power of pricing and factors which influence the price*
- *Three general approaches in pricing strategy, such as Cost-based Pricing, Market-based Pricing, and Value-based Pricing*
- *The influence of cost to the price structure and Cost Volume Profit*
- *Demand-based pricing dan competition-based pricing.*

## Subject Covered

- *Introduction to Pricing*
  - a. *4P of Marketing Mix*
  - b. *The Power of Pricing*
  - c. *Factors that influence price decision*
  - d. *Three general approaches in Pricing Strategy*

- Cost Based Pricing
  - Pengaruh biaya terhadap pembentukan harga
  - Cost-Volume-Profit
- Market Based Pricing
  - Demand Based Pricing
  - Competition Based Pricing
- Value Based Pricing

**Siapa yang Perlu Ikut**

- Manajer Senior
- Manajer

- *Cost Based Pricing*
  - a. *Influence of Cost to the price structure*
  - b. *Cost-Volume-Profit*
- *Market-based Pricing*
  - a. *Demand-based Pricing*
  - b. *Competition-based Pricing*
- *Value-based Pricing*

**Who Should Attend**

- *Senior Manager*
- *Manager*

**IDR 5.500.000**

