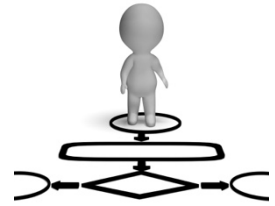


Price Increase Strategy



- 1) What is the price increase history for your brand and the category?
- 2) Can you justify the price increase?
 - a. Increased input costs
 - b. Adding value
- 3) What is your position in the category?
- 4) Know your SWOT (strength, weaknesses, opportunities, threats)
- 5) Porter's 5 forces
 - a. Threat of new entrants
 - b. Bargaining power of buyers
 - c. Threat of substitute products
 - d. Bargaining power of suppliers
 - e. Rivalry among existing competitors
- 6) Calculate the price increase for the consumer
- 7) Make a decision on the price increase
- 8) Implement roll out strategy to advise customers
- 9) Consider before increasing prices: What if you announce a price increase and your competitors don't?