

Retail pricing is about to get personal article review sample

[Business](#), [Marketing](#)



A Reflection by: {Name}

This article speaks about the manner with which retail shops are hit by the laws and regulations that seem to get them out of operations. All retail marketers face the same imperative. Retail is an area of business that allows the concept of long term economic individual consumers. There will not cease to be pricing analytics who keep on adjusting the price of the retail commodities to ensure that consumers are not discouraged from marketing. Some retail sellers do not require the industrialized pricing. Individual pricing at the moment when the customer is making a purchase will increase in value of all retail shops. This is only effective if the retailers have more information about the customer spending habits and their preferences. They must also take into account the profitability of the ventures in which they partake.

The author of the article is a fellow retainer aiming at discouraging them and reducing their confidence in the market that they strive to infiltrate. This retailer looks at the preferences of the consumer and ascertains the customer's commitment of the organization. This is a factor that seeks increase the confidence of retailers and investors. The primary audience of this paper was retailers who have different materials in the market. They are being taught this information as awareness coordination and preparations of policy changes in the market. This information improves their understanding of the market pricing as well as customer requirements and preferences. There are those retailers who are not aware of the pricing policy model. This article is an analysis and breakdown of prices and the manner with which they affect the retail market. Retail pricing is the most vital channel or

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affirming minimal costs to the merchandise.

The author notes that it is not nearby stores with which the retailers have to match up their prices. The spectrums of digital rivals that have entered into mobile commerce are also to be put into account. There are retailers who are privy to the information that any idea of perfect pricing is fading in the society today. There are prices that make sense to both the retailer and the consumer. However, others only make sense to the retailer hence the consumer will reduce their spending. Retail pricing is about to get personal because the consumer finds the prices a tad high for their preferences.

References

Accenture. Retail Pricing is About to Get Personal. Retrieved on 5th Feb, 2013, from <http://www.accenture.com/us-en/Pages/insight-retail-pricing-get-personal.aspx>