

Example of pricing strategy business plan

[Business](#), [Company](#)



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Business Plan

Price Skimming (Kotler and Keller, 2009) should be the pricing strategy that should be followed by Cara Foods to expand the company to Dubai. Dubai is a constantly growing nation that is visited by millions of people from all over the world. The glorious meal offered by the Swiss Chalet along with such pricing strategy would allow the company to attract several tourists and guests that focuses highly on quality rather than price.

Price List

The price list for the exotic and glorious meal offered by Swiss Chalet in Dubai is as follows (Swiss Chalet, n. d.);

Pricing Policies

Being a world-class and quality food provider, Swiss Chalet would focus upon “ Prestige Pricing Policy” (Kotler, Armstrong, Wong, and Saunders, 2008) which will eventually help the company to set an image and positive perception in the mind of consumers (Kotler, 2003; Zenker & Martin, 2011). Cheap dishes in Dubai; an internationally recognized hub, would not be

taken seriously by the consumers unless the dishes are priced at a particular level. The implementation of such policy would attract the consumers to visit Swiss Chalet outlet in Dubai because of the higher quality of food.

References

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