

Pricing Strategy Canvas For Business Plan



Company ABC

Date
[Add Date]

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1. Define Your Pricing Objectives

Primary Goal: [e.g., Maximize revenue, enter market, build loyalty]

Secondary Goals: [e.g., Brand positioning, margin protection]

2. Identify Your Costs

Fixed Costs: [e.g., rent, salaries, software tools]

Variable Costs: [e.g., packaging, raw materials, shipping]

Break-even Price: [Total cost / Units expected to sell]

3. Analyze Customer Value Perception

Perceived Value: [What your product is worth to the buyer]

Benchmark Products: [Comparable offers and price ranges]

Willingness to Pay: [Survey data, feedback, A/B test results]

4. Competitive Pricing Landscape

Top Competitors & Prices: [List 3–5 with product overview]

Pricing Gap: [Are you cheaper, premium, or same?]

Differentiators: [Features, service, brand, guarantees]

5. Choose Your Pricing Model

Cost-Plus Pricing: [Cost + % markup]

Value-Based Pricing: [Based on customer ROI]

Penetration Pricing: [Start low, raise later]

Skimming: [Start high, drop over time]

Freemium / Tiered: [Free base + premium options]

Subscription / Bundling: [Monthly fee, combo offers]

6. Build Your Pricing Table

Product/Service Tier | Features | Price | Target Market

Include at least 2–3 tiers or versions if applicable

7. Link to Financial Forecasts

Monthly Revenue Projection = Price × Customer Volume
Adjust for churn, upsell, seasonal pricing changes

8. Plan to Test and Adjust

Testing Methods: [A/B tests, pilot offers, intro pricing]

Monitoring Tools: [Google Analytics, CRM conversion rates]

Adjustment Triggers: [Competitor moves, cost changes, user feedback]