



2010 Pricing Outlook Survey

49% of Global Marketing Executives Unlikely to Increase prices in 2010, Survey Says

New York, NY, February 07, 2010 -- SAMPRAD, Business Development Advisory and Pricing Strategy Consultants today released the results of a study carried out recently on outlook to pricing in 2010 based on current market situations and global economy.

Buoyant outlook yet cannot increase prices

Venugopal Chepur, the author of the study, explains that while hoping for buoyant market conditions, about half the respondents said they would be unable to increase prices this year.

Of the 171 Senior Marketing and Global Senior Management Executives surveyed, 49 percent reported it was unlikely that they would increase prices during the current year 2010. Only 16 % were sure about increasing prices while 24% were likely to consider the proposal for price hikes, and the rest 11% were not sure.

Greater concerns about Economy, Inflation, a range of responses

- Nearly 47% reported they would increase prices owing to Inflation (Fuel hike, Cost of Funds etc);
- 22% gave “increase in demand” due to flat or short supplies (bottomed out inventories) to be likely reason to increase prices;
- 20% felt there may be a decrease in demand for goods & services during the year;
- Only 10% cited Increase in Buying Power (Ease of Credit, Employment, Buoyant markets etc) as reasons to be able to increase prices

Adding features & benefits to hold or increase prices work much better than removing features to hold or lower prices.

- 40% reported they would upgrade their offerings to avoid discounts and about 26% felt they could hold prices with temporary discounts;
- 16% of respondents would try bundling of products & services to hold or increase prices, while less than 5% said they would decrease prices during 2010;
- Less than 10% would remove features & benefits in order to hold prices and about 12% cutting costs and adjust price terms

77% of do not use Pricing Consultants and Software

- 77% have reported that they do not currently use any pricing software and do not have pricing specialists/consultants guiding pricing decisions. Only 10% have both, and just over 6% have either pricing software or a pricing consultant.

Survey Participants were Executives representing both B2B and B2C segments in US and Global including emerging markets

Participating executives constituted both B2B (53%) and B2C (47%) segments in US (57%) and global (39%) including emerging markets. They were members of MENG (Marketing Executives Networking Group – a premier US national network of top-level marketing executives, and IERG (International Executive Resources Group – organization of Senior Business Executives from around the world).

SAMPRAD is an alliance of experts with deep experience in advising some of the best managed companies in the world to deal with the changing assumptions, accelerated response times, and subtle errors that cause conventional strategies to fail. Provide a knowledge-based strategic framework that enables businesses to use pricing as a powerful tool to achieve overall goals. **SAMPRAD** has launched Strategic Pricing Services integrated with Deal-Win Strategy service focused on leveraging knowledge correctly to avoid risks, win deals and capture profit.

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Venugopal Chepur brings 20 years of business development & strategy consulting capabilities that resulted in multimillion \$\$ revenues through consultative sales, strategic pricing, risk & revenue models, new Offerings, process improvements and revenue growth models to the task of establishing & running businesses for phenomenal growth. He has developed innovative business and marketing solutions for a broad spectrum of companies: Start-ups, Multinationals, Fortune 500, Big 4 consulting firms - some of the world's leading companies in North America, Asia and Middle East - both as an Executive and Consultant.

His assignments have included \$\$ Millions in deals, 2 profitable Start-ups, creation and development of new market growth opportunities, revenue streams, business & revenue models for organic growth and M&A for B2C & B2B Services firms. In addition to his diverse education in Bio Sciences, Economics, Marketing & Finance (MS, MBA), research work in buying behaviors, segmentation modeling and pricing in emerging markets, Certification courses in International Business and Information Technologies, he took global Leadership programs, and is committed to continuing learning.