

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

AN INTERACTIVE SEMINAR ON “HOW TO DO PRICING OF EXPORT PRODUCTS” AT BANGALORE ON 17TH JUNE, 2016

Council has organized an interactive seminar on “**HOW TO DO PRICING OF EXPORT PRODUCTS**” at EPCH Bangalore Office, No. 302, 3rd Floor, Cears Plaza, No. 136, Residency Road, Bangalore-560025 on 17th June, 2016. This seminar discussed in length, How the member exporters can do pricing of their products so that they can place their products in these competitive markets and fix a good profit margin.



The session started making a brief presentation by the guest faculty Prof. K. R. Nath. He made a detailed presentation on Pricing of Export products and He informed that Export pricing is the most important factor in for promoting export and facing international

trade competition. It is important for the exporter to keep the prices down keeping in mind all export benefits and expenses. He said, However, there is no fixed formula for successful export pricing and is differ from exporter to exporter depending upon whether the exporter is a merchant exporter or a manufacturer exporter or exporting through a canalising agency.

He said there are some features which help to determine the pricing of exports products.

Determining Export Pricing

Export Pricing can be determine by the following factor:

- Range of products offered.
- Prompt deliveries and continuity in supply.
- After-sales service in products like machine tools, consumer durables.
- Product differentiation and brand image.
- Frequency of purchase.
- Presumed relationship between quality and price.
- Specialty value goods and gift items.
- Credit offered.
- Preference or prejudice for products originating from a particular source.
- Aggressive marketing and sales promotion.
- Prompt acceptance and settlement of claims.
- Unique value goods and gift items.

The participants raised several queries during the seminar and Prof Nath answered their all questions satisfactorily. With this seminar, the participants got a better understanding on to succeed at export business by implementing right methods to set the right pricing of their products and able to increase the profitability, and retain customers longer.

In the end, seminar concluded successfully to give a formal vote of thanks to all participants followed by Hi-tea.
