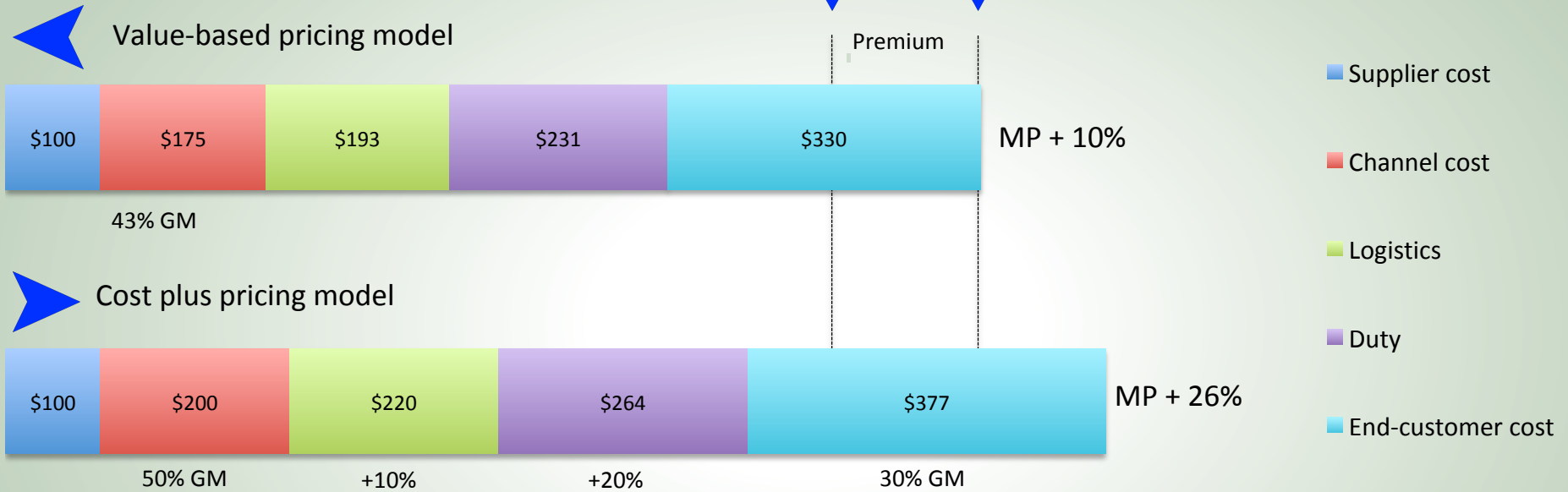


Value-based versus cost-plus pricing model

Market price (MP) = \$300

Threshold of affordability



Customer / prospect / buyer positioning model

