

COST

What are the costs?
Direct / indirect costs?

CUSTOMER PERSPECTIVE

What is the product worth
from the customer view point.

**MIN
PRICE**

**MAX
PRICE**

MARKET PRICE

Market standards?
Competition?

PRICE COMPONENTS

Product price?
Services?
Expenses?
Maintenance?
Kickbacks?
Bonuses?

Transaction | Fee

FIX | VARIABLE