

# PRICING SWOT ANALYSIS

HELP SHEET

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# Pricing SWOT Analysis

A thorough evaluation of the internal factors influencing our pricing strategy, enabling us to pinpoint strengths, uncover weaknesses, and identify opportunities for optimisation.



## Competitive Rates

Does our pricing remain competitive within the market, attracting price-sensitive customers while still maintaining perceived value?



## Flexible Tiers

Are our pricing tiers structured to serve diverse customer segments while creating clear opportunities for upselling and growth?



## Margin Pressure

Are increasing operational costs and competitive pressures impacting our profit margins?



## Complex Structure

How effectively does our pricing structure balance flexibility with simplicity to ensure clarity and a smooth buying experience?

# Opportunities & Threats

External influences on your pricing strategy include opportunities for growth and positioning within the market, alongside competitive pressures and changing economic conditions.



## Market Expansion

Expanding into new markets or segments presents an opportunity to introduce tailored pricing structures, with untapped audiences often more open to premium pricing for differentiated value.



## Premium Positioning

Increasing demand for high-quality services supports a shift towards value-based pricing, enabling premium positioning and stronger profit margins



## Competitor Pricing

How are we differentiating our offering to avoid competing purely on price?  
  
Are we competing on price, or are we clearly communicating the value that justifies our pricing?



## Economic Shifts

To what extent are economic factors and customer price sensitivity impacting our pricing, and how are we responding to maintain competitiveness and profitability?

# Key Strategic Recommendations From Pricing SWOT Analysis



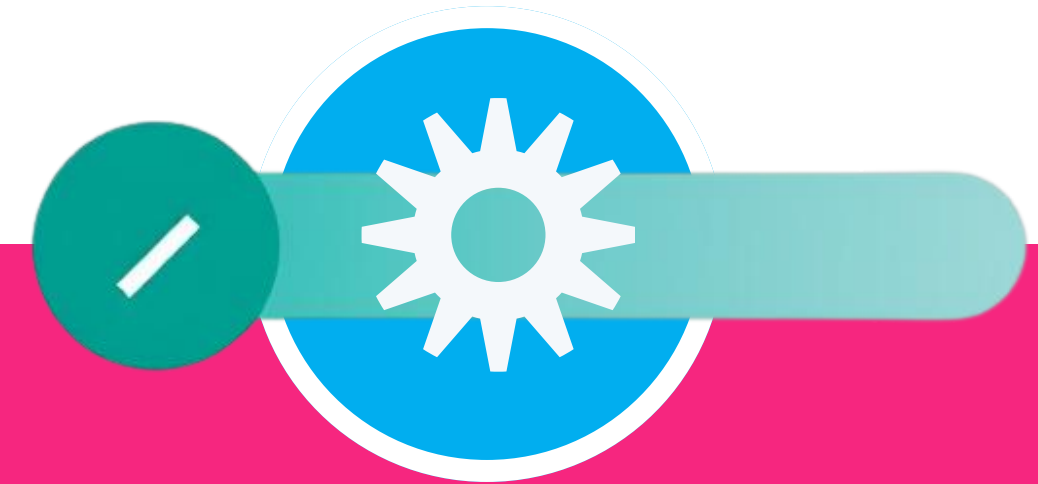
## Competitive Positioning

Use your pricing strengths to position effectively against competitors. Leverage cost advantages and brand value to support premium pricing, while staying aware of market pressures that could impact margins.



## Value-Based Pricing

Shift towards value-based pricing by aligning your prices with customer perceived value to capture more value from your services.



## Dynamic Adjustment

Implement flexible pricing strategies to respond to market changes. Address weaknesses by building systems that allow quick price adjustments based on demand, competition, and costs.