# Article information:

SAGE Books - Marketing for Entrepreneurs: Concepts and Applications for New Ventures  
<https://sk.sagepub.com/books/marketing-for-entrepreneurs/n8.xml>

# Article summary:

1. The article discusses the three main pricing parameters for entrepreneurs: price floor, price range, and price ceiling.

2. It outlines three common approaches to pricing: cost-based, competition-based, and customer-based.

3. The article also provides advice on skimming and penetration pricing strategies, as well as value-based pricing and dynamic/flexible pricing for Internet-based ventures.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article is generally reliable in its discussion of the three main pricing parameters for entrepreneurs (price floor, price range, and price ceiling), as well as its overview of the three common approaches to pricing (cost-based, competition-based, and customer-based). The article also provides useful advice on skimming and penetration pricing strategies, as well as value-based pricing and dynamic/flexible pricing for Internet-based ventures.

However, there are some potential biases in the article that should be noted. For example, it does not explore counterarguments or present both sides equally when discussing cost-plus versus competition-based pricing strategies. Additionally, it does not provide any evidence to support its claims about customer willingness to pay more than what a cost-plus approach might indicate. Furthermore, it does not discuss any possible risks associated with using a particular type of pricing strategy or provide any information about how to mitigate those risks if they arise. Finally, there is a lack of detail regarding how exactly an entrepreneur can go about determining their customers' willingness and ability to pay for their products/services.

In conclusion, while this article provides useful information about different types of entrepreneurial pricing strategies and parameters that should be considered when setting prices for products/services, it could benefit from providing more detail on certain topics such as counterarguments or evidence supporting its claims about customer willingness to pay more than what a cost-plus approach might indicate; exploring potential risks associated with using a particular type of pricing strategy; providing information about how to mitigate those risks if they arise; and offering more detail regarding how exactly an entrepreneur can go about determining their customers' willingness and ability to pay for their products/services.

# Topics for further research:

* Cost-plus pricing strategy risks
* Competition-based pricing strategy risks
* Customer willingness to pay analysis
* Mitigating pricing strategy risks
* Value-based pricing strategies
* Dynamic/flexible pricing strategies for Internet-based ventures

# Report location:

<https://www.fullpicture.app/item/8cb246f600ecbcd1691206dcffa36c13>