



“PACKAGE” PRICE RATHER THAN CUT PRICE DURING SLOWDOWNS

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ABSTRACT

During the time of recession, sales of any company are bound to suffer. These strained economic conditions often determine the survival or end of businesses. To get through such times, companies adopt a variety of measures, one of which is price cuts. This paper discusses the effectiveness of restructuring the pricing strategy along with other measures. Various examples of national and multinational organizations have successfully embattled the slowdown using these measures. This paper demonstrates the suitability of engaging a wide range of measures rather than only price cuts, to beat the slowdown

KEYWORDS: *Price Cuts, Price during Slowdowns*

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