

## Case Study

# Crisis and Opportunity Hidden in Pricing

## Situation

A workshop was becoming very popular during COVID-19, but soon after, sales started to decline. In negotiations with Trade Partners, the direction was often to lower the price.

Price reductions did not help the workshop acquire more consumers. And worse, the workshop found several online and offline travel agencies stopped selling their product.

Feedback from the workshop was:

- Differing prices on various sales channels was confusing
- In order to attract tourists - channels can only adopt price war strategies to lower their online prices, and their profit margins are greatly affected
- Eventually, due to lower return on investment, weaker travel agencies decided to withdrawal their products

## Opportunity

**Provide channel price tracking though real-time reports to monitor online presence.**

**Due to small scale of the workshop & limited budget, YOU. Group's solution perfectly meets their requirements - simple, economical & practical.**

## Solution

- Lock sales channels
- Provide prices for each channel at the same time everyday
- Easy to read and monitor online prices at any time
- When a change is detected, client can contact relevant channels in time to make adjustments

