

Customer Centric Affordable Flexi Pricing

Tring. Tring.

Mohan : "Hello, Mohan here".

Caller : "Sir, Can you reduce the price of your books a bit?"

Mohan : "Which book dear?"

Caller : "Book with title Understanding Strategic Management in a Simple Manner".

Mohan : "How much is the price written?"

Caller : "Sir, Rs. 500/-."

Mohan : "How much can you pay?"

Caller : "Sir, can I pay Rs. 400?"

Mohan : "OK. But I will give you paper back, which is convenient also in reading".

Caller : "Sir, can you reduce price of another book?"

Mohan : "Now which one?"

Caller : "A research book Post Liberalisation Development in India- 1991-2017".

Mohan : "Where did you see it? What is its printed price?"

Caller : "Sir, I am a research scholar, pursuing Ph.D. in Strategic Management. I saw this book in the library".

Mohan : "You are speaking from mobile. Isn't it? Is it your mobile? What package you have? Is it 2 GB /day?"

Caller : "Yes"

Mohan : "Why you want hard bound library copy of Rs. 1000? Why don't you take E- book. I can give it for Rs. 200/- only"

Caller : "OK Sir, Can I get your Case Book also?"

Mohan : "Why you want that? Do you want to read all the cases from that fat, hard bound 650 pages book?"

Caller : "Do I have options?"

Mohan : "You can buy E-version of The Case Book, it is available for Rs. 200.". Select the cases and you can have customised 100 pages convenient books for Rs. 150/- only. But before that may I ask do you know why should you use Case Book?"

Caller : "Because management studies are through case method"

Mohan : "There is more to it. Why don't you buy the 260 pages E-book for Case Method for Management Education for Rs. 100/- only".

Caller : "OK Sir, but what if I am not able to understand Cases?"

Mohan : "Well. In that case you better read first a short cases book titled as "Tales of Grandfather". If you like it go for buying full book of Cases. If you buy all the above books, I will give you a copy of Analysis of Cases- free, if you send analysis of any two cases".

Caller : "O.K. Sir, How do I buy it?"

Mohan : " Just visit ekhaikk.in and click on HOW TO BUY PRINTED / E-Books"

As Prof. Mohan, put down the phone, his grandson asked "Nana, How are you giving book to the caller at any price he asks for?"

Prof. Mohan replied "I could keep on reducing price even up to Rs. 10 in deserving cases. It depends upon why one writes the book."

"But, how Nana?" asked the inquisitive Grandson.

"Ask your management professor", Nana said smiling.

Question:

- Q1. As instructor can you explain how such pricing can be done in the business of books?
- Q2. Can the paper smgi.in/mrp.pdf help in it?
- Q3. Can the approach be adopted for other products and services?