

Meet the expert

Why you should focus on pricing

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Mark Billige

Dr. Gunnar Clausen

London office

1 Plough Place

London EC4A 1DE, UK

Tel. +44 20 7832 6700

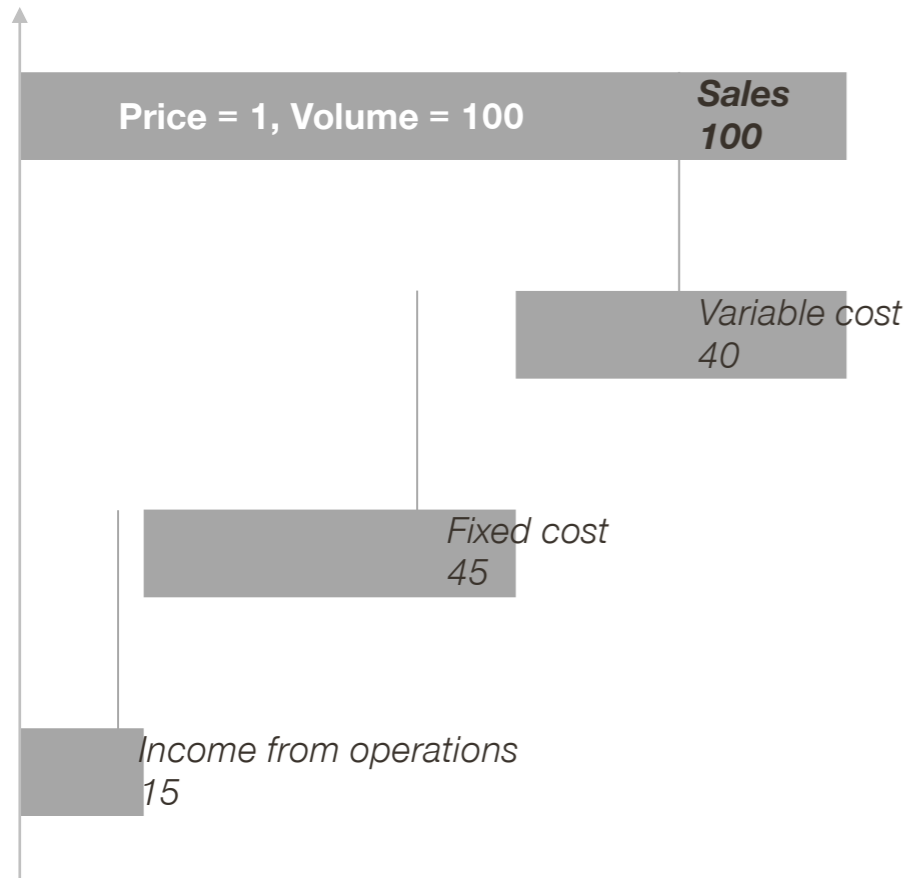
london@simon-kucher.com

www.simon-kucher.com

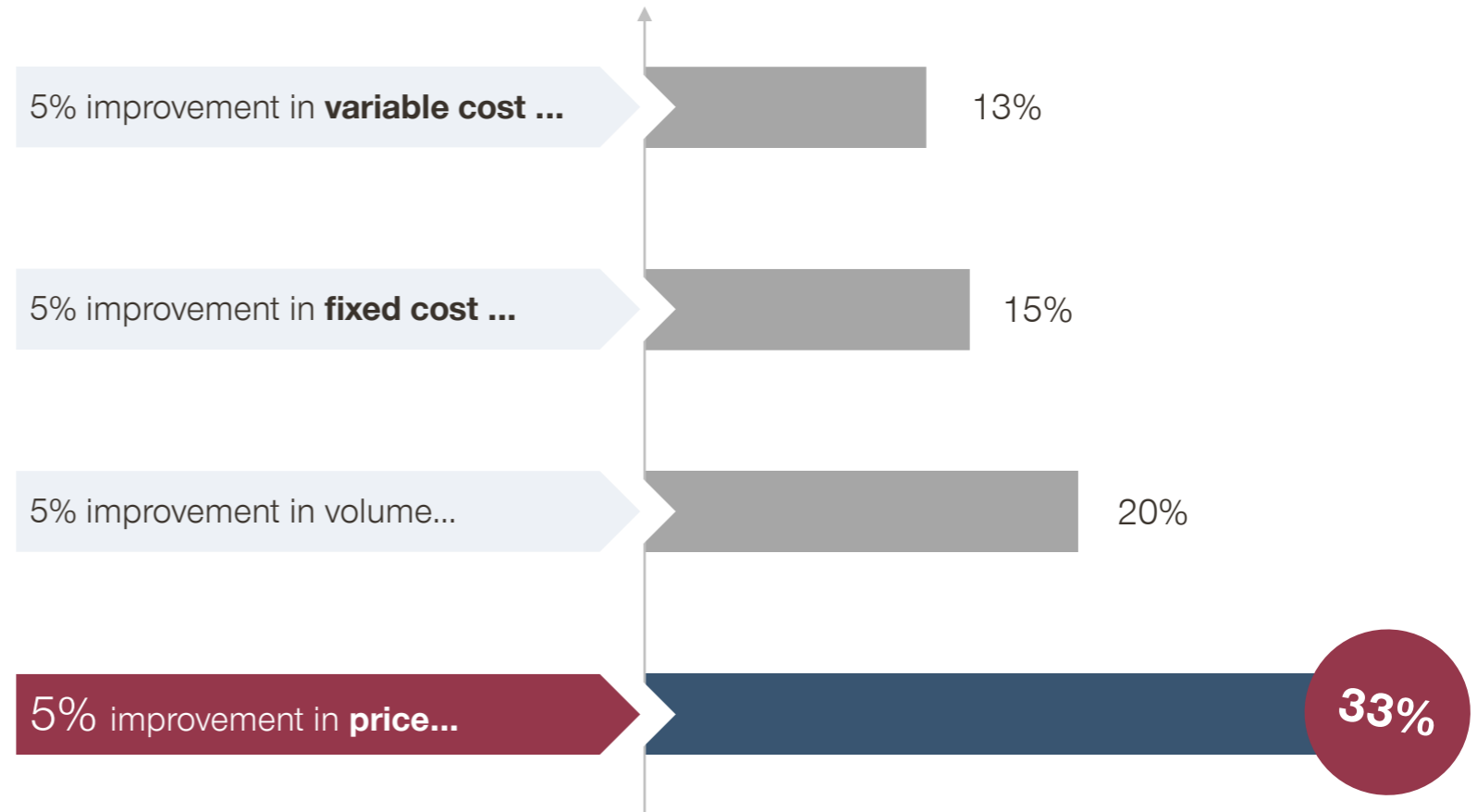
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Price is by far and away the strongest profit lever there is

Typical Profit & Loss Structure







Resulting Improvement of Operating Income*



Source: Simon-Kucher & Partners; * Assuming all other variables are constant

Reasons why you should focus on pricing

-  **Strongest profit lever**
-  **It has a great return on investment**
-  **It is generally faster**
-  **It is underinvested**