

Consumption Pricing Ensuring Predicated Value of Competitiveness Index of Developed Product

V.N. Chainikov

Chuvash State University named after I.N. Ulyanov, Cheboksary

Key words and phrases: product competitiveness; strategic marketing; forecasting; pricing.

Abstract: The paper proposes the algorithm for ensuring pricing component (original cost) of predicted value of the developed product competitiveness at the stage of strategic marketing.