4.18   Difference between cost based and value-based pricing
ব্যয়ভিত্তিক এবং মানভিত্তিক মূল্য নির্ধারণ পদ্ধতির পার্থক্য

The differences between cost based and value-based pricing are discussed below: -

Topics	Cost based pricing	Value based pricing
Basis:	Cost based pricing is guided by the product.	Value based pricing is guided on customer perceptions of the product value.
Estimate:	It estimates the costs of making the product.	It estimates the customer needs and value perceptions.
Set:	It sets a price that covers costs plus a target profit.	It sets a price that covers consumer's perceived value.
Value:	It convinces buyers of product value.	It designs product to deliver desired value at target price.
Profit:	It results in low profits.	It results in high profits.

?	How can you differentiate cost based and value-based pricing?	NU 2005, 2012

4.19   Difference between market skimming and pricing market penetration
সরতোলা মূল্য নির্ধারণ এবং প্রবেশভিত্তিক মূল্য নির্ধারণ পদ্ধতির মধ্যে পার্থক্য

The major differences between market skimming pricing and market penetration pricing are shown below:

Topics	Market skimming pricing	Market penetration pricing
Definition	Market skimming pricing is setting a high price for a new product to skim maximum revenue layer by layer from the segments willing to pay the high price.	Market penetration pricing is setting a low price for a new product in order to attract a large number of buyers and with a large market share.