



CASTECH

our CASINO WE BUILD

THE BRAND



DENIZ TRADE

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IT Affordable Pricing

Fair and competitive: The price should be comparable to similar products or services in the market, considering their quality and value proposition. It doesn't necessarily have to be the cheapest option, but it shouldn't be significantly overpriced either.

Accessible to a target audience: The price should be within the budget range of our intended customers. Consider their income level and buying habits when determining what they consider affordable.

Transparent and predictable: There should be no hidden fees or unexpected charges. The final cost should be clear communications upfront, avoiding any surprises at checkout.

Provides good value for money: Customers should feel like they are getting a fair return on their investment, considering the benefits and features offered compared to the price.

Here are some additional aspects of affordable pricing we consider:

Flexibility: Offering different pricing options or tiers can cater to a wider range of budgets and needs.

Long-term sustainability: It's important to set a price that allows our business to cover costs and operate profitably in the long run.

Perception: What our target audience perceives as "affordable" may differ from our initial assumptions. Conducting market research or gathering customer feedback can help us understand their perspective.

Examples of affordable pricing:

A subscription service with a clear monthly fee and no hidden charges.

A product with a single, reasonable price tag that reflects its quality and features.

A service with hourly rates that are competitive with other providers in the same industry.

A pay-as-you-go model that allows customers to only pay for what they use.

Ultimately, affordable pricing is about striking a balance between meeting our business goals and offering a competitive price that resonates with our target audience .

By carefully considering these factors and understanding our customers' needs, we can develop a pricing strategy that is both successful and perceived as valuable.