



SETTING A SELLING PRICE

Name _____

Directions: Answer the questions and be prepared to share your responses.

1. What must a business consider when setting a selling price for a good or a service?

2. What effect will a decrease in price have on sales?

3. Why should a business avoid selling a good or a service for less than it costs to produce it?

4. Many stores sell end-of-the-season clothes at a low price. Why?

5. How is the selling price related to profit?

Citizen Alert!
End-of-the-season sales help
reduce a store's inventory.

