

Lesson Plans for adult educators/teachers/trainers which will be used for the FINE2WORK EDUCATIONAL PACK.

Module Name: Financial Literacy	
Topic 2 Title: Pricing and costs structure	
Lesson Plan 6 – The pricing structure	
Duration: 60 minutes	
Aim	The main goal of this lesson plan is to provide all the necessary information to adult learners about the basic principles of cost structure.
Target Group	Adults (especially women)
Facility/ Equipment	<ul style="list-style-type: none"> • Classroom • Internet access • Projector • White board
Tools/ Materials	<ul style="list-style-type: none"> • A3 paper • Sticky notes • Handout 1
Main Tasks	<p>1. Task 1: Understand the basics of costs structure</p> <p>1.1 Explain to the learners the following definitions: (20 mins) (<i><u>see Handout 1</u></i>)</p> <p>1.2 Give individual task for everybody to write on sticky notes the costs structure they think is the best for their business</p> <p>1.3 Divide the class to work in teams. Teams should be formatted out of 2-3 people. (5 mins)</p> <p>1.4 Provide your students with A3 paper. They need to match the sticky notes with the definitions (<i><u>see Handout 1</u></i>) (15 mins)</p> <p>2. Task 3: Wrap up (10 mins)</p>

HANDOUT 1: Understand the costs structure

Definition:	Description:
Singular/flat-rate pricing	<p>In this type of pricing structure, a company sets a single price, and that's it. Regardless of the individual needs of customer types, your product will be sold at the same rate to anyone who wishes to buy.</p> <p>If you do pursue singular pricing, you must by no means allow it to limit your ability to dynamically adapt to market competitors. A single pricing point doesn't mean one pricing point forever — you should still review and update your pricing regularly.</p>
Tiered pricing	<p>Tiered pricing involves giving a prospective buyer multiple options, distinguishing them by the features included. This is a highly successful pricing structure for subscription services or products. Particularly when you're seeking to appeal to a wide variety of buyer personas, tiered pricing can help you arrange features in ways that are appealing to different potential buyers. Even if your buyer persona range is narrow, tiered pricing is still a very effective way of using monetization to drive growth.</p>
Variable pricing	<p>Variable pricing is on offer if part of a company's selling line involves words to the effect of "Contact us for more information on pricing." A company working from a variable pricing model seeks to negotiate a specific price for each customer who needs their services.</p>
Per-user pricing	<p>Per-user pricing is a simple, highly popular pricing structure that is extremely well-liked among SaaS subscribers. In per-user pricing, a single user pays a fixed monthly price. They may then add another user to their plan, and the baseline price increases (it might double, for instance); a third user increases the price by the same token, and so on.</p>