

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

<b>Module Name: Financial Literacy</b>	
<b>Topic 2 Title: Pricing and costs structure</b>	
<b>Lesson Plan 4 – Pricing strategies</b>	
<b>Duration: 60 minutes</b>	
<b>Aim</b>	The main goal of this lesson plan is to provide all the necessary information to adult learners about the basic principles of Pricing strategies.
<b>Target Group</b>	Adults (especially women)
<b>Facility/ Equipment</b>	<ul style="list-style-type: none"> <li>• Classroom</li> <li>• Internet access</li> <li>• Projector</li> <li>• White board</li> </ul>
<b>Tools/ Materials</b>	<ul style="list-style-type: none"> <li>• A3 paper</li> <li>• Sticky notes</li> <li>• Handout 1</li> </ul>
<b>Main Tasks</b>	<p><b>1. Task 1: Understand the basics of Pricing strategies like discount pricing, loss-leader pricing, and anchor pricing.</b></p> <p>1.1 Explain to the learners the following definitions: <b>(20 mins)</b> (<u><i>see Handout 1</i></u>)</p> <p><b>2. Task 2: Give individual task for everybody to write on sticky notes the pricing strategies they think they will have for their business start and reasons why they choose this strategy.</b></p> <p>2.1 Divide the class to work in teams. Teams should be formatted out of 2-3 people. <b>(5 mins)</b></p>

	<p>2.3 Provide your students with A3 paper. They need to match the similar sticky notes with the reason why <b><i>(see Handout 1)</i></b> (15 mins)</p> <p><b>3. Task 3: Wrap up (10 mins)</b></p>
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## HANDOUT 1: Understand the costs structure

Definition:	Description:
Discount pricing	Discount pricing is a strategy where items are initially marked up artificially or start at a higher price, but are then offered for sale at what seems to be a reduced cost to the consumer.
Loss-leader pricing	<p>Similar to discount pricing in strategy, loss-leader pricing takes a slightly more risky approach to attracting purchasers.</p> <p>According to Inc. "Loss-leader pricing is an aggressive pricing strategy in which a store sells selected goods below cost in order to attract customers who will, according to the loss-leader philosophy, make up for the losses on highlighted products with additional purchases of profitable goods."</p>
Anchor pricing	<p><b>Anchor Pricing is where you display your "regular" price and then visibly lower the price of that item in stores or online. It works so well because it helps you to create an image in shoppers' minds that they're getting an incredible deal.</b> Little do they know that the regular price was made up in the first place!</p>