

IS the PRICE RIGHT?



Making strategic pricing decisions

Pricing is a balancing act that involves psychology, art and science. You must price high enough to make a profit and low enough to attract customers. Understanding the different pricing strategies and best practices can help you find the approach, and ultimately the prices that are right for your business.

EXPERT PANEL

Retail and Light Industry

Gerry Phelan, manager, Woodcraft of Omaha

Restaurant Industry

Jim Trebbien, owner, Profitsource Restaurant Consultants

Construction Industry

Jack Wilhelmi, former construction industry executive

[Register at goo.gl/ntuzrr]

APRIL 27

11:45 A.M.–1:00 P.M.

WHERE

Nebraska Enterprise Fund Office
Tip Top Building
1516 Cuming Street, Omaha

REGISTER TODAY

FREE. Lunch provided.
Seating is limited. Register at
<https://goo.gl/ntuzrr>
MUST register by April 20.

FOR MORE INFORMATION

Savannah Cuevas
scuevas@selectgreateromaha.com
402.978.7929

PRESENTED BY THE ENTREPRENEURSHIP EDUCATION COLLABORATIVE

U.S. Small Business Administration



REACH