

Pinnacle Wellness Concepts Pvt Ltd

32/4, Konnur High Road, Ayanavaram, Chennai – 600 023, Tamil Nadu, India.
 FP : +91 44 4509 0979 , HP : +91 99 6272 6005 , Email : pinnaclewellness.in@gmail.com ,
 Website : www.pinnaclewellness.in , www.pwconcepts.in

Price List of the following products for the year 2008 - 2009

S No	SKU no	Particulars	Qty, ml / grams	DP Rate INR	MRP Rate INR
1	09-1000-001-12	Aloe Vera Juice	1000 ml	300	399
2	09-0500-001-24	Aloe Vera Juice	500 ml	160	205
3	09-1000-002-12	Aloe Vera Gel	1000 grams	450	599
4	09-0500-002-24	Aloe Vera Gel	500 grams	230	305
5	09-0100-003-72	Aloe Vera Soap	100 grams	40	50
6	09-0100-004-48	Aloe Vera Hair Gel	100 grams	45	60
7	08-1000-001-12	Amla Juice	1000 ml	300	399
8	08-0500-002-24	Amla Juice	500 ml	160	205
9	08-0250-003-40	Amla Dry bites	250 grams	110	150
10	08-0250-004-40	Amla Honey Dry Candy	250 grams	110	150
11	08-0200-005-24	Amla Shikakkai Hair Shampoo	200 ml	150	199
12	08-0200-006-24	Amla Brahmi Hair Oil	200 ml	150	199
13	07-1000-001-12	Cucumber Gel	1000 grams	450	599
14	07-0250-001-40	Cucumber Gel	250 grams	230	305
15	06-0500-001-12	Herbal Ginger Tea	500 grams	250	330
16	06-0500-002-12	Herbal Green Tea	500 grams	260	345
17	06-0500-003-12	Herbal Herbs Tea	500 grams	280	370
18	06-0100-001-72	Herbal Soap (Natural Herbs)	100 grams	40	50
19	05-1000-001-12	Honey (100% Pure & Natural)	1000 grams	270	360
20	05-0500-001-24	Honey (100% Pure & Natural)	500 grams	140	185
21	05-0100-002-72	Honey & Glycerin Soap	100 grams	100	135
22	04-1000-001-12	Jams (Mix Fruit Flavored)	1000 grams	125	175
23	04-0500-001-24	Jams (Mix Fruit Flavored)	500 grams	65	99
24	04-1000-002-12	Jams (Pineapple Flavored)	1000 grams	125	175
25	04-0500-002-24	Jams (Pineapple Flavored)	500 grams	65	99
26	03-1000-001-12	Kokum Juice	1000 ml	300	399
27	03-0500-001-24	Kokum Juice	500 ml	160	205
28	02-1000-001-12	Noni (Pure Juice)	1000 ml	1200	1450
29	02-0500-001-24	Noni (Pure Juice)	500 ml	620	760
30	02-0100-002-12	Morinda Citrifolia Capsules	100 nos	1190	1490
31	01-1000-001-12	Mango – Squashes	1000 ml	110	149
32	01-1000-002-12	Orange – Squashes	1000 ml	110	149
33	01-1000-003-12	Grape – Squashes	1000 ml	110	149
34	01-1000-004-12	Lemon – Squashes	1000 ml	110	149
35	01-1000-005-12	Pineapple– Squashes	1000 ml	110	149
36	01-1000-006-12	Kokum – Squashes	1000 ml	150	199
37	01-1000-007-12	Mix Fruit – Squashes	1000 ml	110	149
38	01-1000-008-12	Melon – Squashes	1000 ml	140	189
39	10-0005-001-72	Cold Veporub	5 grams	25	32
40	10-0008-002-72	Pain Killer	8 grams	27	35
41	10-0005-003-72	Divyanjan	5 grams	25	32
42	10-1000-001-20	Sorna Pearl Dia Rice	1000 grams	50	54
43	10-2000-001-10	Sorna Pearl Dia Rice	2000 grams	99	108
44	11-0300-005-24	Almond Milk mix Shake (malt)	300 grams	75	99
45	11-0300-006-24	Almond Milk mix Shake spl	300 grams	99	130
46	12-0500-007-24	Rose Gulkund	500 grams	99	140
47	12-1000-007-12	Rose Gulkund	1000 grams	190	265
48	13-0500-008-12	Pinnacle AshtaDravya Lehya	500 grams	110	150
49	13-0500-009-12	Pinnacle Amlaka Lehya	500 grams	110	150

Pinnacle Wellness Pricing Policy

Fixing the right price for a product is the most difficult task as it affects the volume of sales of the product of the firm as well as the profits of the firm. Although non-price factors have become more important in recent decades, price remains one of the important elements in determining the market share and profitability. Prices are set by a firm by taking into consideration factors like costs, profit targets, competition and perceived value of products. Taking into account the various factors, the steps generally followed in setting the price of a product are :-

Setting the Pricing Objective of the Firm

It is the most important step as it varies from firm to firm. Setting a lower price may attract more customers and thus fetch a larger market share for the firm's product. But charging a higher price might reflect a high quality and prestige product.

Determining the Demand for the Product

Demand for the product sets a ceiling price. Penetration pricing is used when the product has a highly elastic demand and there is strong competition in the market. Under this policy, prices are fixed below the competitive level in order to obtain a larger share of the market. Once your product is in demand or is accepted in the market, the price of your product is increased. But when the demand for the product with respect to price is more inelastic, higher prices are charged for the product. This policy is generally followed during the initial stages of introduction of the new product.