

**Support and excellence  
for your success**

# **Cabexpert<sup>®</sup>** **Pricing**

**Pricing in action for  
purchasing groups and cooperatives**

**Food - DIY - Gardening - Organic - Furniture and Decoration - Household Appliances - Cosmetics - Sports - Frozen**

## What is dynamic pricing?

Dynamic pricing is a flexible pricing strategy whereby the company sets variable prices for a product based on rules chosen according to:

Competitors' prices

Seasonality or period

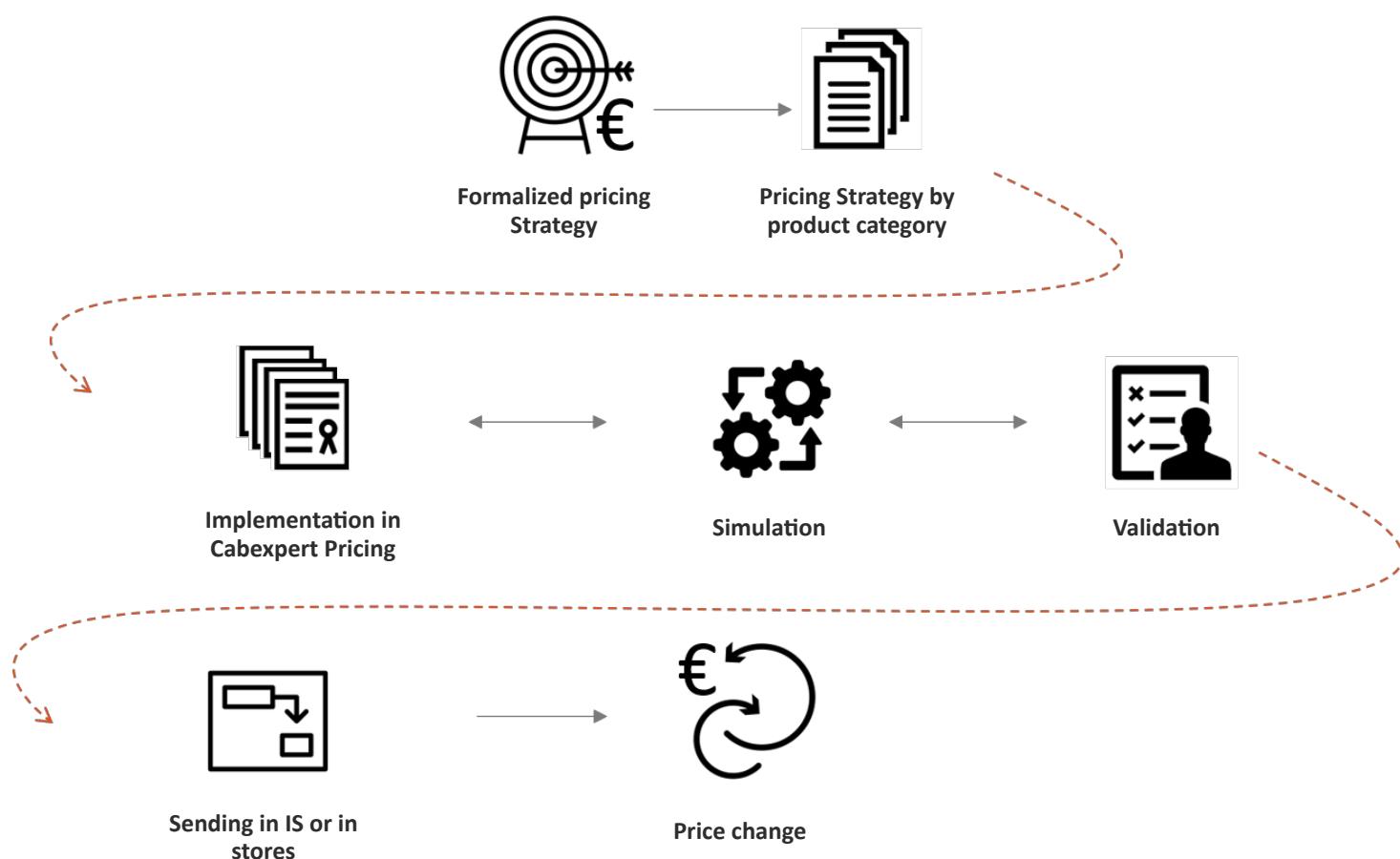
Marketing and communication

Promotional periods

## The pricing strategy, a key success factor for retailers

A formalized pricing strategy is an essential element for the success of a pricing project. The pricing strategy is the set of rules that the company applies to product families and sub-families.

Dynamic pricing is implemented from the pricing strategy. CMV Informatics also assists its customers in the development and/or formalization of their pricing strategy.



# Why choose Cabexpert Pricing?

Cabexpert Pricing by simulating the various scenarios and measuring the impact of the pricing strategy on economic performance makes it easier to implement your pricing strategy and improve your competitive positioning.

You can run various price simulations and see their impacts in terms of quantity, sales, margin, gross profit, index, gap... and control the results on the company's objectives.

## Key features:

- Price simulations
- Implementation of dynamic rules by family
- Regional management (size, geography...)
- Promotion management
- Price elasticity management
- Management of objectives
- Analysis of the results

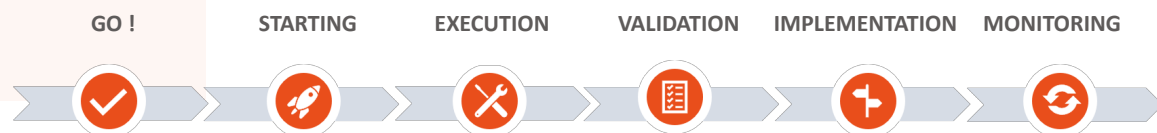
## The benefits

- Margin optimization
- Control of the brand's price image
- Gain in market share
- Increase the productivity of your teams
- Better price positioning

## Our advantages

- Easy of use
- Efficiency of the customer service team
- Flexibility of the solution
- Quality of the project approach and solution, often recommended by our customers

## Cabexpert<sup>®</sup> Pricing



## CMV Informatics' mission:

Propose convivial digital software based on our retail and pricing expertise, to support retail professionals in their decision-making.

## Your project becomes ours

« Thanks to Cabexpert Pricing, the price strategy is really the translation of a commercial ambition »

**Pricing Manager**

« Cabexpert Pricing allows me to analyze my competitive environment and implement an effective pricing strategy »

**Marketing Manager**

« Thanks to Cabexpert Pricing I process my pricing policy within 3 hours instead of one week per month before. It saves me a lot of time »

**Pricing Manager**

« We play and test price scenario simulations quickly, it's easy! »

**Marketing and Pricing Manager**

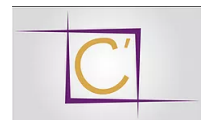
At CMV Informatics, we are committed to your satisfaction and the success of your project.

After the qualification of your needs, we make you proposals adapted to your request, we set up the solution and support you until the adoption of the solution by the users and its implementation.

Our service remains at your side throughout our partnership.



## Our references



# Cabexpert<sup>®</sup> Pricing

Discover the Cabexpert Pricing solution at  
[www.cmv-informatics.com](http://www.cmv-informatics.com) and contact us for a demo.

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