Cost and Price: Different Perspectives

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Questions to be addressed

• What are the main considerations that procurers take into account while choosing products/product categories? How important is price a consideration in procurement decisions?

• How well and how often do manufacturers conduct COGS analyses?

• How are pricing strategies set in countries? How will you address price barriers?

• What to keep in mind while planning new product introductions as related to price and cost?
For most women, including women who want to have children, contraception is not an option; it is a basic health care necessity.

-- Louise Slaughter