



# 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?

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For most women, including women who want to have children, contraception is not an option; it is a basic health care necessity.

-- Louise Slaughter