Price Judgment

Micro PC Quarter 5

The price judgment measures how well a market segment likes the price of a brand. The score ranges from 0 to 100, where a 100 indicates complete satisfaction. A good rating is 95 or higher. Ratings of 100 would indicate the market might actually be willing to pay more.

YOUR TASK

Take a look at how your customers rated your prices. Did they like your prices? How do they compare to the prices of your competitors?