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<b>Subject Code:</b>	ECON1194
<b>Subject Name:</b>	Price and Markets

**According to the CFO of Moc Chau milk, what factors should be considered in pricing strategy?**

The CFO of Moc Chau milk, Mr. Binh, stated that there are many factors that are considered when determining price, which are Cost of Production (fixed cost and variable cost, explicit costs), Competition, Target Market, Product Differentiation, Branding, Economic Factors, Distribution Channels, and Promotions.

**Relate these factors and examples that the CFO provided to non-price competition or price discrimination?**

Price Discrimination

When talking about Target Market, Mr. Binh mentioned that whom they target has an influence on how much they charge, like prices in the city would be higher than in other areas. This can be considered third-degree price discrimination, where prices are charged differently depending on a market segment. In this case, the segmentation is geographic.

Non-price competition

Product differentiation, branding, and promotion are some of the elements in non-price competition. While not affecting price, these strategies make Moc Chau products stand out in terms of brand image recognition, different milk quality, and discounts that incentivize customers to buy their products more.

**Discuss if Moc Chau milk is willing to raise the price or not, and why.**

While the goal of the pricing decision is to maximize the profit margin and the market share, and raising the price could theoretically increase Moc Chau milk revenue, Mr. Bich said that it is not guaranteed because customers will then buy from other competitors who have lower prices. This is also known as product substitutions, where there are many products in the market with similar characteristics for consumers to choose from. For example, the substitution of the Moc Chau milk box is Vina milk box. So, when making a pricing decision, profit margin and market share should be balanced.

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