

APPLICATION OF THE METHOD OF ANALOGS TO ESTABLISH COMPETITIVE PRICES FOR NEW PRODUCTS

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In order to substantiate business plans for the development and introduction of new products to the market, it is necessary to assess their competitiveness, which is determined by the ratio of the consumer value P_n^0 (quality) of the product n under consideration and the price P_n that the manufacturing company is going to set for it to ensure the profitability of its activities. It is convenient to use the indicator for quantitative assessment of competitiveness $K = P_n^0 / P_n$. If the consumer value P_n^0 and the set price coincide, the value K of the competitiveness indicator is equal to 1. The lower the set price P_n , the greater the value of the indicator. If the price P_n increases indefinitely, the value of the indicator decreases to zero.

The basis of the proposed approach to the assessment of consumer value is the method of analogues, which is used in pricing in monopolistic competition markets. This approach is based on the fact that the buyer, choosing goods from the set $\{1, 2, \dots, N\}$ of goods sold on the market, compares among themselves, on the one hand, the prices P_n set for them ($n = 1, 2, \dots, N$), and on the other hand, m characteristics of their utility (value). Depending on the purpose of the product, the number of characteristics that determine their consumer value can vary from 2 to several dozen.

It is believed that the consumer value of each product coincides with a competitive price, at which sales are ensured in a volume close to the volume of sales of similar products. Therefore, the assessment of the consumer value of each competitive product n corresponds to its market price, which depends on the values $X_{n1}, X_{n2}, X_{n3}, \dots, X_{nm}$ of the characteristics of this product:

$$P_n = f(X_{n1}, X_{n2}, X_{n3}, \dots, X_{nm}), \quad (1)$$

where f is a monotonically increasing function of the consumer value of the product.

Product characteristics are indicators that quantitatively assess the attractiveness of the product according to all M aspects of its research by the buyer. Some aspects of the product are reflected directly by its objective technical properties: the capacity of the refrigerating chamber (for refrigerators), the diagonal size of the screen (for TVs), engine power (for cars). An increase in the values of these indicators corresponds to an increase in the consumer value of the product. These indicators during the assessment act as characteristics of the product's consumer value. At the same time, goods are considered in such aspects, according to which the corresponding properties of the goods do not have a direct quantitative expression: appearance, (design), ease of use, etc. Quantitative expert assessments of their attractiveness by specialists are necessary to account for such properties. The received evaluations will determine the corresponding characteristics of the goods.