

Training & Technical Assistance *Presents*

# Pricing for Small Business Profitability

Tuesday, April 16, 2019

4:00pm - 6:00pm

Stockton University, Carnegie Center

35 South Dr. MLK, Jr. Blvd., Atlantic City, NJ

**FREE**

Small business pricing strategies should reflect changing market considerations as well as evolving business goals.

Understanding which price points motivate or dissuade consumers from purchasing is key to setting the right price. During this workshop, we'll focus on the following:

- Types of pricing strategies • Finding your break-even price
- Determining cost fixture • Effect of pricing on your marketing efforts

Register for this **FREE** workshop!  
[www.ucedc.com/events](http://www.ucedc.com/events)  
or call **908-527-1166**



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**NJSBDC at Stockton University**