Pricing Strategy of Deteriorating Items in Competitive Environment

U. K. Khedlekar

Assistant Professor, Department of Mathematics and Statistics
Doctor Hari Singh Gour Central University, Sagar, M.P., India
E-mail: uvkkcm@yahoo.co.in

Abstract—*In A dynamic pricing model developed for product follows a logarithmic decline with price sensitive demand. An effective solution procedure is presented to determine the optimal number price settings and the selling price. Results are supported by numerical example, and a computational study is appended to illustrate the performance of the proposed model. More importantly, we showed that dynamic pricing policy out performs static pricing policy.*

Keywords: *Inventory, Dynamic Pricing, Time dependent price sensitive Optimal number of price settings, price sensitive demand.*