Market Price Positioning

Price on evidence — not on feel

Every price move is backed by market evidence & local cost reality — defensible line-by-line and region-by-region.

INDUSTRY	COMPANY	TOOLS
Industrial manufacturing · machinery & spare parts	Equipment maker / distributor · several export markets	ScrapeMonk + TidyMonk + MatchMonk → PriceMonk (or your own engine)

WHAT THIS ONE-PAGER COVERS

THE USE CASE	HOW WE SOLVE IT
1 Pricing Against the Competitor Band — Pricing goes by feel — no systematic read on where each product sits versus competitors.	Place each product against the live competitor band & cost floor, then set a policy-driven price — premium, at-market or value — that is checked against the margin floor.
2 One Central Increase, Region by Region — A single across-the-board increase over-shoots some markets and leaves money on the table in others.	Test the proposed move against each region's own weighted cost drivers; apply only the locally-defensible %, with the evidence attached.

Two signals should drive every price — what the market charges and what your costs justify — but they live in different places, so pricing goes by feel and a price move is hard to defend. We bring both into one view: position each product against the live competitor band and cost floor, and test every proposed increase against each region's own macro cost reality — so you price on evidence and can show your work.

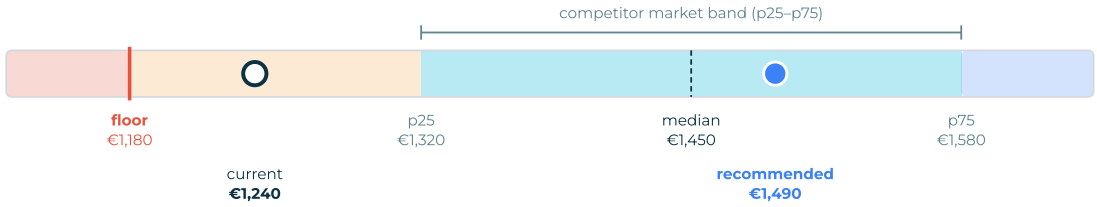
THE SITUATION

You set prices across many products and several regions. The two signals that should drive every decision — what competitors actually charge, and what your input costs justify — are scattered, or missing altogether. So pricing reacts late, positions drift, and when you raise a price you can't always say why. Two things close that gap: seeing where each product sits against the real market, and knowing exactly how much of a proposed move each region's costs actually support.

01 Pricing Against the Competitor Band

Price position — Product A against the competitor market band & cost floor (€)

red = below floor · amber = below market · teal = in-market · blue = above band



TODAY, PRICED BY FEEL

€1,240 below the market band — margin you're not capturing

RECOMMENDED, ON EVIDENCE

€1,490 in-market, above floor & median — defensible

Positioning policy — set per product or segment

CPI 100 = parity with the competitor median

Premium

A flagship or OEM-grade line you want at the top of the market band.

CPI 109 ≈ +9% vs median

Top of band

At market

Core range you want priced around the competition.

CPI 103 ≈ at the median

In-market zone

Value

A commodity, high-competition line — never priced above the market.

CPI 96 ≤ the median

Below median, in band

Set the positioning policy per product or segment — premium, at-market or value; pricing follows the policy you set, and recommendations stay inside the observed competitor band — so a premium policy moves a price toward the top of that band rather than beyond it. Where a product's cost floor sits above that band, it is flagged for review rather than priced through. Position is scored on a Competitive Price Index (your price ÷ the competitor median × 100; 100 = parity).

02 One Central Increase, Region by Region

A single across-the-board increase rarely fits every market. Take a central proposed move and test it against each region's own weighted macro drivers — inflation, industrial prices, FX, energy, freight, metals. Where local costs support it, apply it; where they don't, a gap and a support score show exactly how much is defensible.

Central proposed increase +3.0% — a margin-recovery target, not a cost-derived figure, tested against each region's local cost reality

bar: | proposed · ● local · ∘ blended

Region	Position (0 → proposed)	Proposed	Justified (local)	Gap	Support	To apply	Status
Region A		+3.0%	+3.1%	−0.1%	94	+3.0%	Accepted
Region B		+3.0%	+2.7%	+0.3%	82	+2.7%	In review
Region C		+3.0%	+1.9%	+1.1%	61	+1.9%	In review
Region D		+3.0%	+1.2%	+1.8%	46	+1.2%	Central rejected
Region E		+3.0%	+2.9%	+0.1%	88	+2.9%	Accepted

Support 0–100 · ≥85 accept · 50–84 review · <50 reject. To apply = the lower of the central proposal and the locally-defensible move, not a blanket number. Status is the verdict on the central +3.0%; each regional figure is still signed off region by region.

Region C · driver waterfall — weights are shares of the indexed basket, and the basket covers 62% of price; labour, overhead and SG&A sit outside it

DRIVER	LOCAL Δ	WEIGHT	CONTRIB.	BLENDED Δ
Consumer inflation	+5.5%	0.00	+0.00%	+4.8%
PPI / Industrial	+4.2%	0.15	+0.63%	+3.9%
FX (vs base currency)	+0.3%	0.30	+0.09%	+0.0%
Energy	+3.4%	0.20	+0.68%	+2.9%
Freight & Logistics	+4.0%	0.15	+0.60%	+3.6%
Metals	+5.3%	0.20	+1.06%	+4.2%
Weighted input-cost move			+3.06%	+2.55%
× indexed share of price 62%			**+1.90%**	**+1.6%**

Gap +1.1% — that much of the central +3.0% move is not backed by Region C's local costs. Apply +1.9% and carry the evidence, or route for review.

THE PAINS & HOW WE SOLVE THEM

THE PAIN — IN YOUR WORDS	HOW WE SOLVE IT
"We position largely by feel — we've no systematic read on what competitors are charging."	Publicly available competitor prices are collected and matched to your products (exact + equivalent), so positioning rests on observed prices, not gut feel.

THE PAIN — IN YOUR WORDS	HOW WE SOLVE IT
"A flagship part and a commodity part shouldn't be priced the same way — but we've no systematic way to set different positioning for different products."	Set a positioning policy per product or segment — premium (up to the top of the band), at-market, or value (≤ median); pricing follows the policy you set, within the observed competitor band, with any product whose cost floor sits above that band flagged for review rather than priced through, and each product's position scored on a Competitive Price Index (100 = parity).
"When we set prices we don't have a timely, structured view of the costs that drive our inputs."	The macro cost drivers behind your inputs are brought in as first-class inputs, weighted per region.
"A single across-the-board increase gets pushback in some markets and leaves money on the table in others."	Every proposed move is tested region by region against local drivers; you apply the locally-defensible %, not a blanket number.
"Even when we see a competitor's price, we can't be sure it matches our product — so the comparison isn't trustworthy."	Competitor products are matched to yours — exact where identical, equivalent where like-for-like — so every price is compared against the right product.
"It's hard to defend a price move without the cost basis and the competitive context in one place."	Each decision carries its own evidence — market position plus the weighted driver breakdown — as a copy-ready justification.

RESULTS

Weeks → days

TO TURN A COST OR COMPETITOR MOVE INTO A PRICED, APPROVED DECISION

One view

COMPETITOR BAND, COST FLOOR & LOCAL DRIVERS TOGETHER

instead of scattered spreadsheets

Region by region

EVERY INCREASE CAPPED AT THE % LOCAL COSTS ACTUALLY SUPPORT

no blanket moves

IN SCOPE / NOT

- Commodity, index and macro data come from public sources plus your own licensed feeds brought in by import; competitor prices are collected where they are publicly available on the web.
- Competitor prices behind logins or product configurators can't be reliably collected — we flag this openly rather than promise coverage we can't deliver.
- Volume response is not modelled here: a proposed move is evidence of what the market and your own costs support, and the acceptance risk is assessed separately before it is applied.
- Figures shown are illustrative of the segment and scaled to each engagement.

Behind it: PriceMonk pricing — competitor band + cost floor + a positioning policy per product/segment (premium / at-market / value, scored on a Competitive Price Index vs the competitor median) and a margin-floor policy → recommended price; plus per-region macro justification with driver weighting, a support score and approval — fed by public competitor-price collection (ScrapeMonk), data cleaning & normalization (TidyMonk) and product matching (MatchMonk — own ↔ competitor, exact + equivalent). Works with your own pricing engine where you have one.