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That is to say, pricing becomes more of a reflection of their costs, or competitors' price tags than a function of how to strategically increase a company's own profitability. Unfortunately, many business owners simply don't realize that pricing is, in fact, THE most vital component when it comes to making money.

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As net interest income typically represents between 50% and 80% of the institution's bottom line,

the analysis of those pricing decisions is imperative to understanding overall profitability. By analyzing pricing against such metrics as credit (internal or external), or by comparing pricing between officers, products or organizational sectors, management can gain insight into how those decisions have affected performance.

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In pricing decisions, Pareto Analysis is very useful to a multiproduct company. Pareto Analysis may indicate that 80% of a firm's sales revenue come from 20% of its products. Such analysis helps the management to design appropriate pricing strategies for 80% of its product groups so that they can contribute more in overall sales revenue of the firm.

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