

**“Pricing Strategies: The Impact of Internal and External Environment on Pakistan’s Start-up
Software Firms”**



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Abstract:

Students have been taught different pricing strategies that can be used in corporate sectors. However, little is taught how pricing strategies are formulated considering the internal and external factors of business operation. Moreover, research on pricing has mostly been done on big corporate firms and little is known how small/startup companies formulate pricing strategies for growth and to gain competitive edge.. Hence, there is a gap between practitioners and academia This study focuses on start-up firms of Pakistan's Software Industry. The key question of the focus is that how startup firms formulate pricing strategies while considering internal and external factors of the organization. The study also aims at finding how different factors are weighed while pricing by managers. As the firms are operating globally and locally, the pricing will be very different from text-book examples. It will be a diversified study as most firms are both Business to Business and Business to Customer. The pricing strategies will be intricate compared to other industries. Hence, research will stand unique in this aspect.

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