"PRODUCT BUNDLE PRICING STRATEGIES OF CHAIN STORES IN KARACHI"

By

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A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree

Bahria University Karachi Campus

MBA DEGREE THESIS SUBMISSION FORM

BAHRIA UNIVERSITTY, KARACHI CAMPUS

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Product bundle pricing strategies of chain stores in Karachi in the management science department as part of fulfillment of the MBA degree requirement.

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ABSTRACT

Purpose - The study was conducted to analyze the impact of product bundle pricing strategies. The purpose of this study was to analyze the product bundle pricing strategies become profitable to chain stores as they sell their unsold products or services in order to increase sales or revenue.

Methodology/sample - Data collection is conducted with the help of Questionnaire, which is developed with care keeping in view the requirement of the research. Questionnaire has 20 relevant questions. For getting responses for the study, a questionnaire was administered to on impact of product bundle pricing strategies on productivity output of chain stores. The study involved use of questionnaires filled by 320 respondents. Data has been analyzed by means of statistical methods of descriptive and inferential analysis through SPSS. In descriptive analysis the tools used are the graphs for analyzing each of the selected variable and their implication. In inferential analysis frequency table test the hypothesis.

Findings - The analysis and comparative result suggested that store owner sells their products in low price to those customers who fulfill the payment on time such as on credit card. Store owner gains customer loyalty by giving coupon for the event Store owner encourages them to buy other products from the same stores. Stores sell products in low price in order to attract customer. Stores become leader to make their pricing system effective.

Practical Implication - The outcome of this study can help in finding the impact of following factors on effective pricing strategies. The factors includes: i) payment on time ii) sales outcome iii) loyal customers iv) high quality products.

Keywords – Product bundle, pricing strategies, product design, framework