DIGITALIZATION OF STRATEJK PRICING FOR FASHION PRODUCT USING SOFTWARE APPLICATIONS
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ABSTRACT
This research is an applied research on the application of strategic pricing model for fashion products, especially those are managed by Micro, Small and Medium Enterprises (SMEs). The results of previous studies concluded that according to the SME’s fashion owner, the strategic pricing model helps and facilitates them in determining the selling price and also helps to care about competition. That’s why they consider strategic pricing model in determining the selling price of their products. This research was conducted to find a simple software design that can be used to help SME’s owners in setting prices based on strategic pricing model. The design program, in general, consists of 5 steps. The first step is to determine the selling price based on cost of production. The second stage is the analysis of product positions in the product lifecycle, and the third stage is to determine the amount of margins for each stage in the product lifecycle. The fourth step is to get information about the prices of similar products in online stores. Finally in the fifth stage, based on a predetermined selling price, consideration of margins and the price of competitor’s products, then a strategic selling price can be determined. This software is suitable for determining the selling price of fashion products, especially that implement differentiation strategy that prioritize uniqueness. The software will be named MERSYPRICE or “Merdeka Easy Pricing” and it will be submitted to obtain a patent. The final plan of this work is to upload software application in Google Play Store so that it can be downloaded easily by anyone who is interested in using it.

Keywords: Strategic Pricing Model, Small and Medium Enterprises (SMEs), Merdeka Easy Pricing, Fashion Sector.