



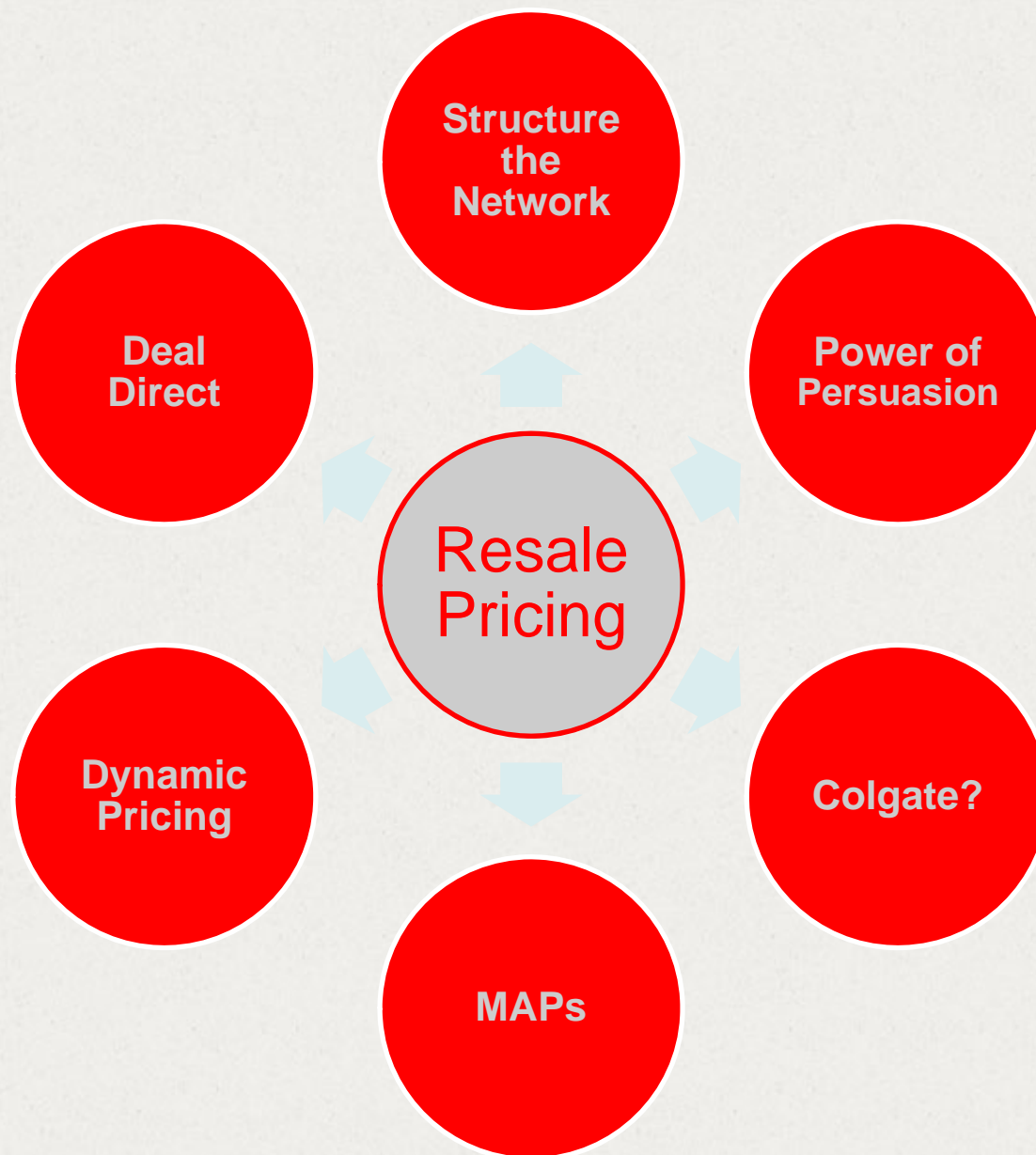
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Managing Resale Pricing

Edward Miller

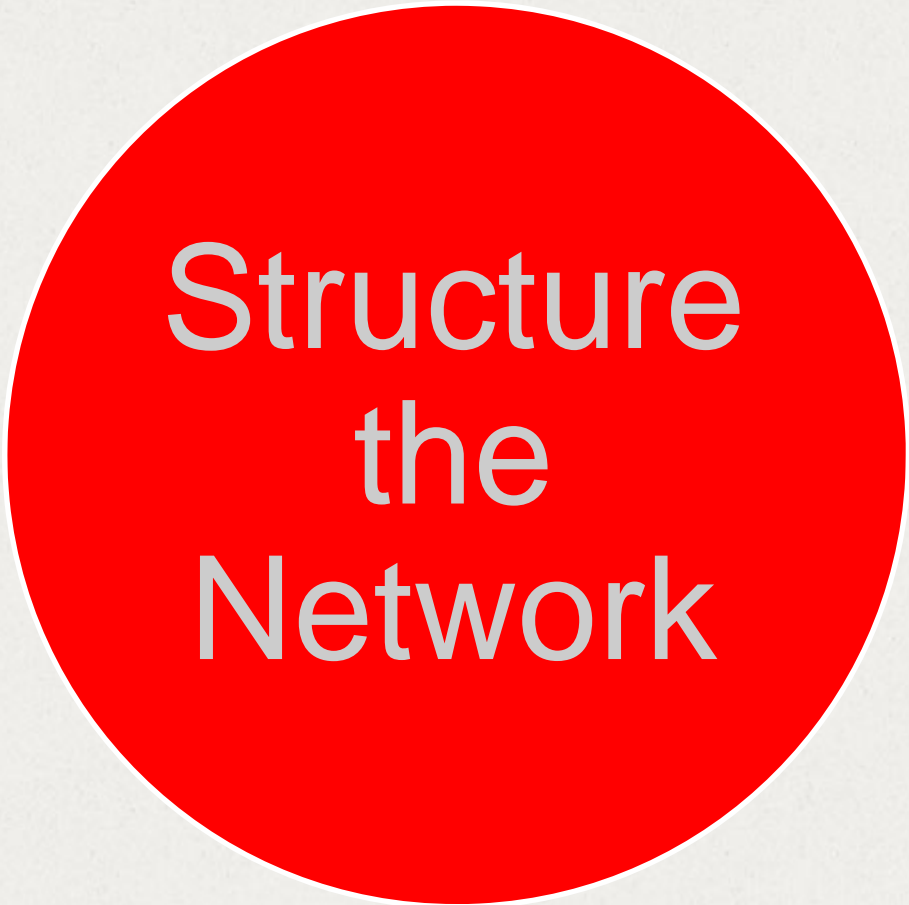
IDI Agency & Distribution Expert – UK

Reed Smith, London & Paris

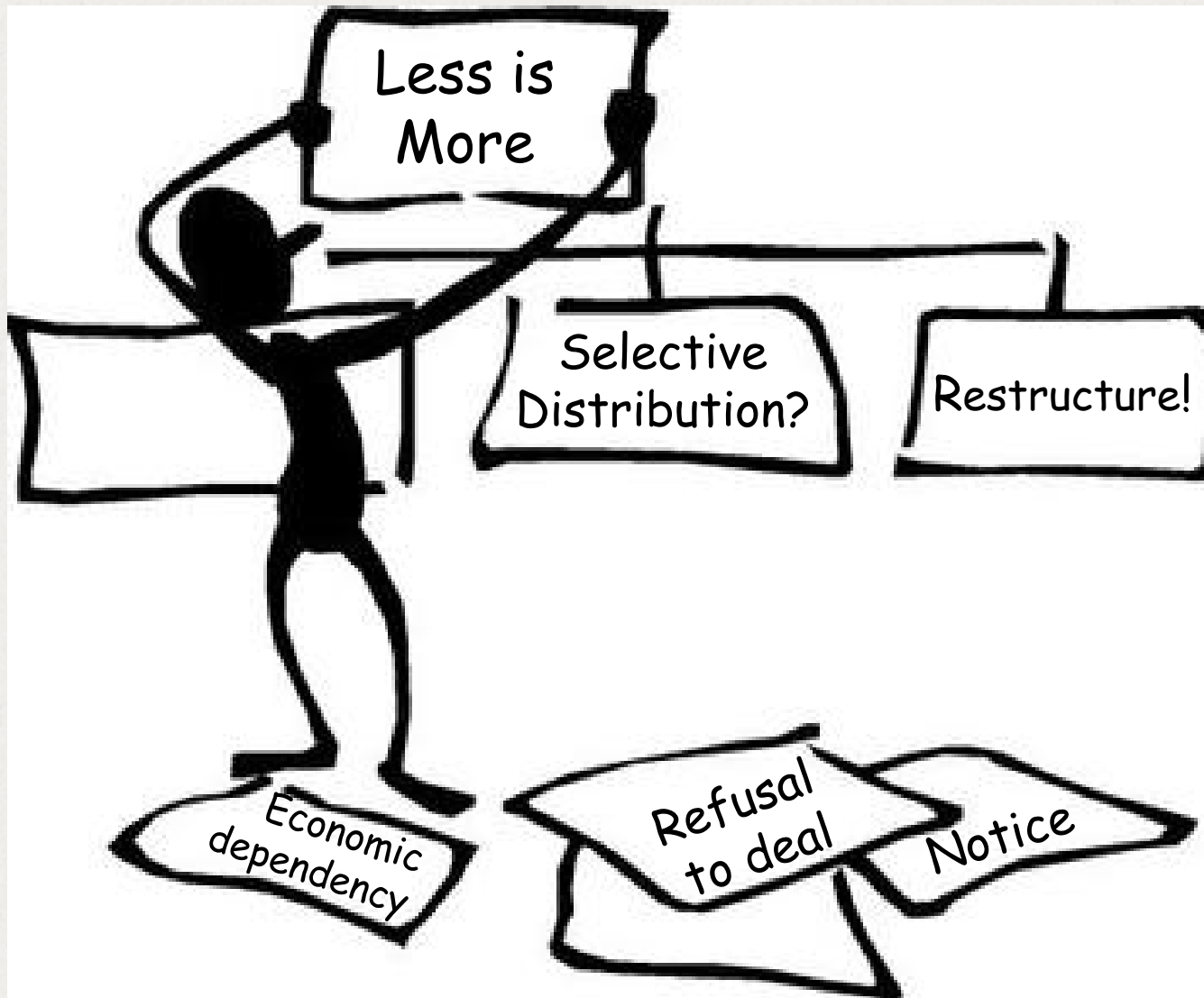




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Structure the Network





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Power of Persuasion



x	✓
Fix Distribution margin	Provide retail price lists
Fix maximum discount	Link cost price to RRP
Conditional reimbursement/rebates	“Significant Influence”
Link to competitors’ price	“Strongly indicative”
Threats	“Efforts to influence”
Intimidation	“Discourage ... sale prices considered to be too low”
Warnings	“... a degree of freedom ... left to the reseller”
Penalties	
Delay/suspend deliveries	
Termination	



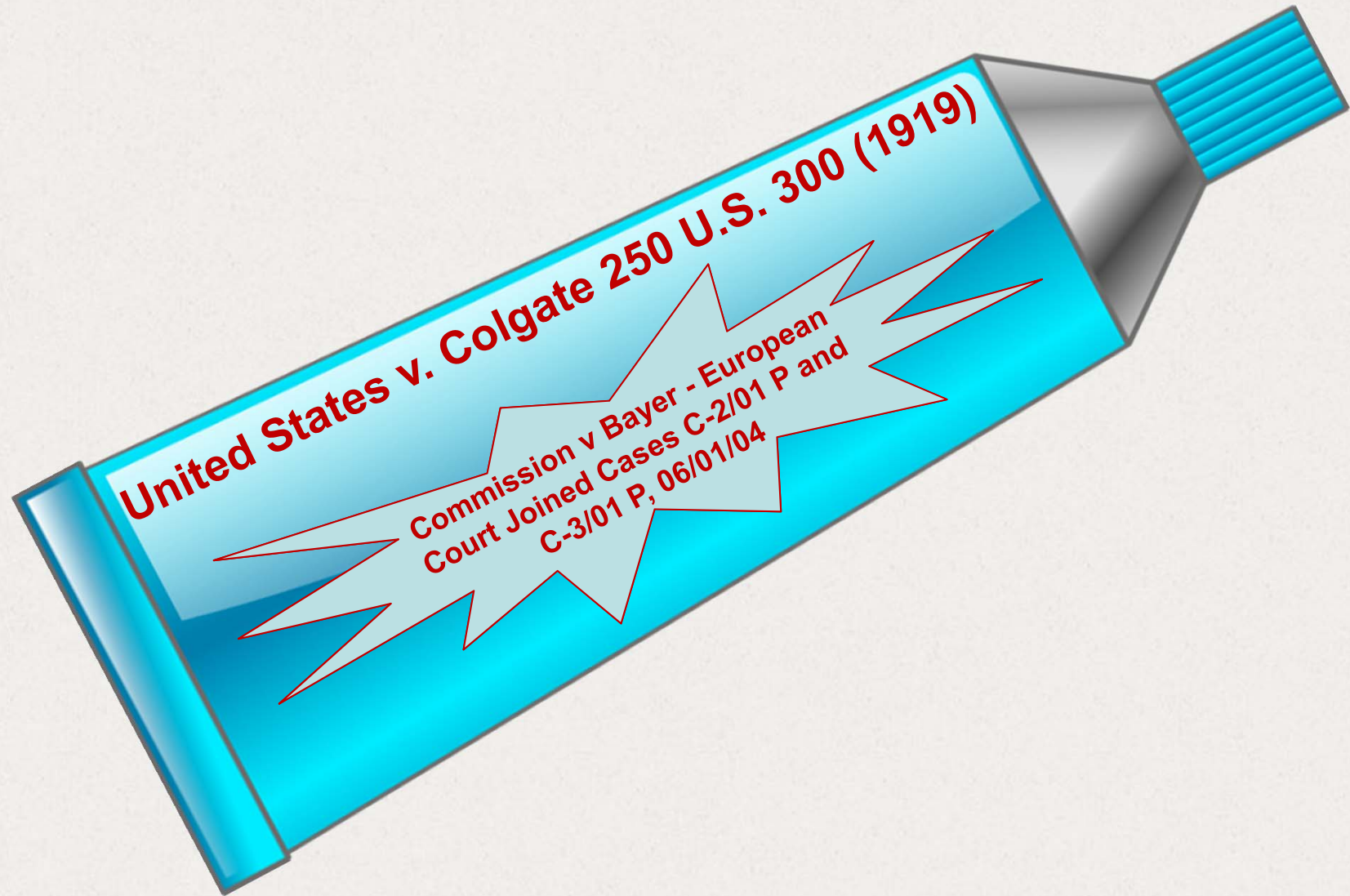
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Colgate



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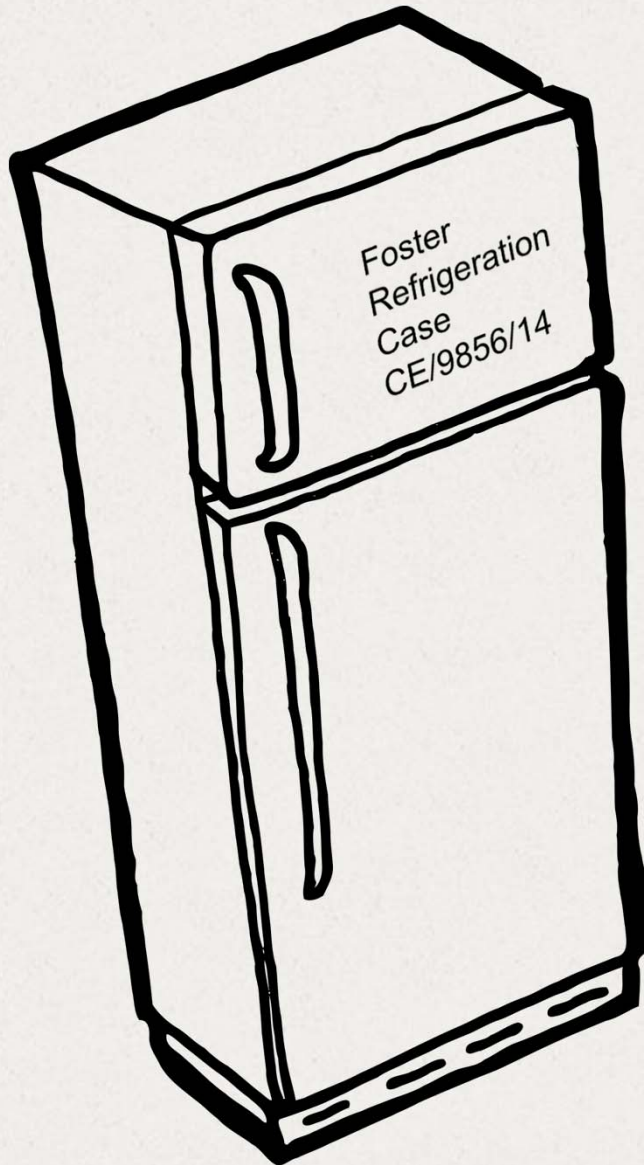
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MAPs



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Special Offer!
Fix advertised price - go direct
to the UK Competition &
Markets Authority!



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Dynamic Pricing

A diagram on the left side of the slide features three white circles with light blue outlines, arranged vertically. They are connected by thin blue lines: one from the top circle to the middle, and another from the middle to the bottom. The top and bottom circles also have short lines extending outwards from their top-left and bottom-left edges, respectively.

Algorithms

Price Parity

Price Discrimination



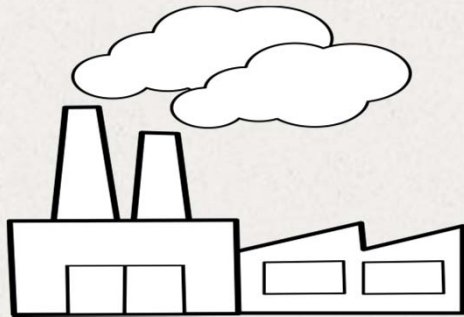
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Deal Direct



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Commercial Agency
Logistics Service Provider
Consignment/ROT



