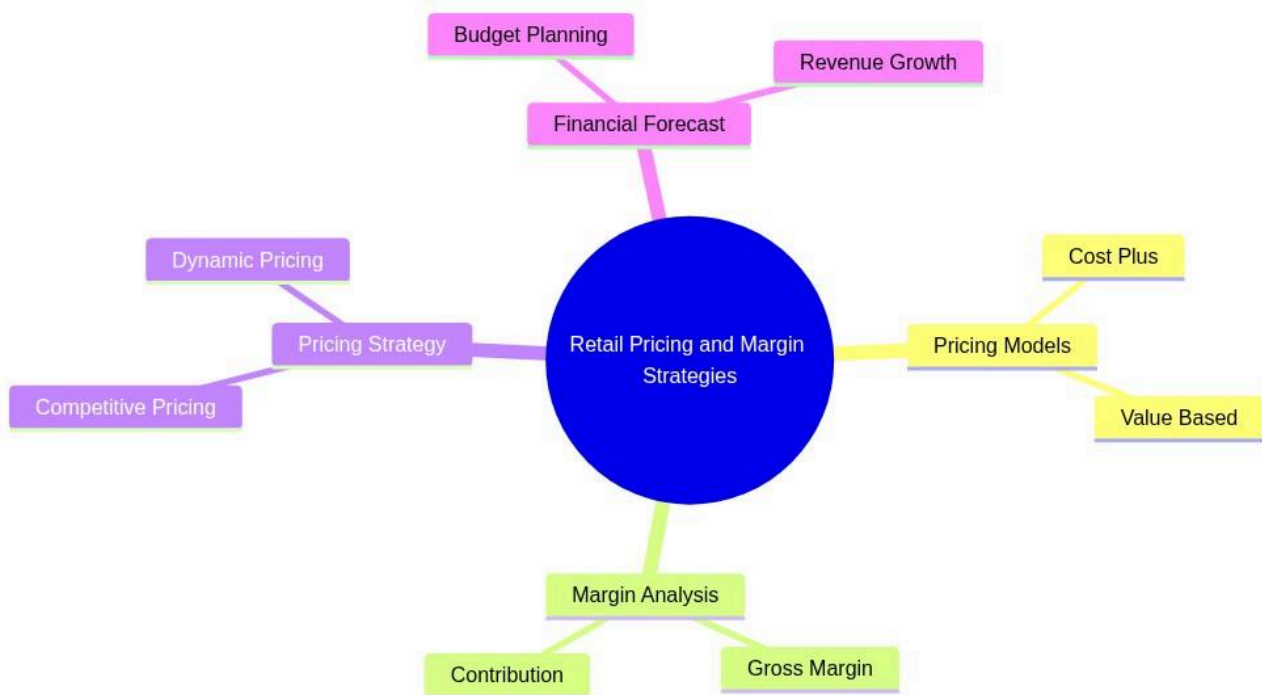


Professional Certificate in Fashion Buying and Merchandising

# Retail Pricing and Margin Strategies



```
mindmap
  root((Retail Pricing and Margin Strategies))
    Pricing Models
      Cost Plus
      Value Based
    Margin Analysis
      Gross Margin
      Contribution
    Pricing Strategy
      Competitive Pricing
      Dynamic Pricing
    Financial Forecast
      Budget Planning
      Revenue Growth
```