

# SOP: Competitor Price Monitoring and Analysis

This SOP defines the process for **competitor price monitoring and analysis**, covering systematic collection of competitor pricing data, comparative price evaluation, market trend identification, and strategic pricing adjustments. The goal is to enable informed decision-making by consistently analyzing competitor prices to maintain competitive market positioning and maximize profitability.

## 1. Scope

This SOP applies to all team members responsible for pricing strategies within the organization and covers all products/services for which market competition exists.

## 2. Responsibilities

- **Pricing Analyst:** Conducts data collection, analysis, and reporting.
- **Marketing Manager:** Reviews analysis, recommends actions, and communicates findings.
- **Sales Team:** Provides feedback and market observations.
- **Management:** Approves strategic pricing decisions.

## 3. Procedure

1. **Identify Key Competitors**
  - Develop and maintain an up-to-date list of direct competitors in relevant product/service categories.
2. **Determine Data Collection Methods**
  - Sources: Competitors' websites, online marketplaces, retailer catalogs, public databases, etc.
  - Tools: Web scraping tools, manual research, automated platforms, etc.
  - Frequency: Weekly, bi-weekly, or monthly depending on product category.
3. **Collect Pricing Data**
  - Record product/service names, specifications, list prices, promotional pricing, and availability.
  - Ensure data accuracy and timeliness; cross-verify where possible.
4. **Compile & Organize Data**
  - Enter collected data into a centralized spreadsheet or pricing tool.
  - Standardize formats for easy comparison.
5. **Analyze Competitor Pricing**
  - Compare similar products/services for price points, discounts, and special offers.
  - Identify pricing patterns and discrepancies.
  - Evaluate positioning relative to your own pricing structure.
6. **Identify Market Trends**
  - Monitor changes over time to spot trends (e.g., seasonal promotions, price wars, new entrants).
7. **Report Findings**
  - Prepare regular reports (monthly/quarterly) summarizing key insights and actionable recommendations.
  - Disseminate reports to relevant stakeholders.
8. **Initiate Strategic Pricing Adjustments**
  - Recommend pricing changes or promotional strategies based on data and trends identified.
  - Seek management approval for major changes.
  - Implement approved pricing adjustments and inform relevant teams.

## 4. Documentation & Record Keeping

- Maintain a repository for raw pricing data, analysis documents, and reports.
- Archive historical data for trend analysis and auditing purposes.

## 5. Review & Updates

- Review this SOP annually or as market conditions warrant.
- Update procedures and responsibilities as needed, documenting all changes.

## 6. Appendix: Sample Competitor Pricing Data Table

Competitor	Product/Service	Regular Price	Promotion/Discount	Last Updated	Notes
Competitor A	Example Product 1	\$99.99	10% off	2024-06-01	Summer Promotion
Competitor B	Example Product 2	\$89.50	Free Shipping	2024-06-02	Ongoing