

# Standard Operating Procedure (SOP): Seasonal and Promotional Pricing Strategies

This SOP defines **seasonal and promotional pricing strategies**, detailing the approach for adjusting prices based on seasonal demand fluctuations, special events, and promotional campaigns. It covers the identification of peak and off-peak seasons, development of discount structures, coordination with marketing and sales teams, analysis of competitive pricing, and evaluation of pricing effectiveness. The goal is to optimize revenue, attract customers, and maintain a competitive market position through strategic price adjustments aligned with business objectives.

## 1. Purpose

To establish a systematic approach for setting and adjusting prices according to seasonal trends, market events, and promotional opportunities, thereby maximizing profitability and enhancing market competitiveness.

## 2. Scope

This SOP applies to all pricing activities related to seasonal changes and promotional events across the company's product and service lines.

## 3. Responsibilities

- **Pricing Team:** Analyzes demand patterns and develops pricing strategies.
- **Marketing Department:** Coordinates campaigns and communicates promotional offers.
- **Sales Team:** Executes pricing changes and gathers market feedback.
- **Finance Department:** Reviews and approves proposed price adjustments for financial impact.

## 4. Procedure

1. **Identify Peak and Off-Peak Seasons**
  - Analyze historical sales & demand data to determine seasonal trends.
  - Mark peak, off-peak, and shoulder periods on an annual calendar.
2. **Develop Discount Structures**
  - Define discount tiers (e.g., percent-off, buy-one-get-one, bundled offers) for each period.
  - Align promotions with inventory levels, marketing campaigns, and customer segments.
3. **Coordinate with Marketing & Sales**
  - Share pricing calendars and promotional plans in advance.
  - Train sales staff on new rates and campaign objectives.
4. **Analyze Competitive Pricing**
  - Monitor competitors' seasonal and promotional pricing.
  - Adjust strategies to maintain desired market position.
5. **Evaluate Pricing Effectiveness**
  - Track performance metrics: sales volume, revenue, customer acquisition, and margin impact during campaigns.
  - Hold post-event reviews; use insights to refine future pricing strategies.

## 5. Documentation

- Maintain records of campaign dates, pricing strategies, discount levels, and results.
- Store insights and feedback for future reference and continuous improvement.

## 6. Review & Update

This SOP should be reviewed annually or after major seasonal/promotional campaigns and updated as needed.

## 7. Approval

Name	Title	Date	Signature
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[Approver Name]	[Title]	[Date]	[Signature]
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