

# Securing International Prices

It is important to consider that the price is the only element that generates income, and this must also be considered as a means of communication with the buyer by providing a basis for judging attractiveness of an offer and is influenced by the interaction of internal and external factors of the company.

In accordance with the above, it should be considered that the price is highly determined by the competitive strategy.

**From the Company:** Production costs, including adaptations to the product and its packaging, labeling and variation of costs based on various production volumes, as well as the objectives of the company to export.

**Of the Logistics:** Expenses associated with the export.

**From the Market:** Reference prices of the competition or of similar products, demand, structure of the market and potential customers.

The ideal export price would be that final sale price that allows the manufacturer/exporter to recover the costs associated with the export, plus the reasonable profit that includes a return related to the business effort made and the risk based on the capital invested.

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