

# **Export Costing & Pricing**

- **Cost Plus Pricing**
- **Market Pricing**
- **Marginal Pricing**

# COST PLUS PRICING

- Inspection Cost
- Ex-Works Cost
- Packaging Cost
- Inland Transportation till Port / ICD
- Inland Insurance Cost
  - ECGC charges
- Documentation Charges
- Warehousing Charges
- Port Charges incl THC

# COST PLUS PRICING

- C & F Charges
- Certificate of Origin Charges
  - Preferential / Non-preferential
  - Consular Certificate of Origin
- Finance Cost

**+ Profit**

**- FOB**

**+ Freight**

**- CFR**

**+ Marine Insurance - CIF**

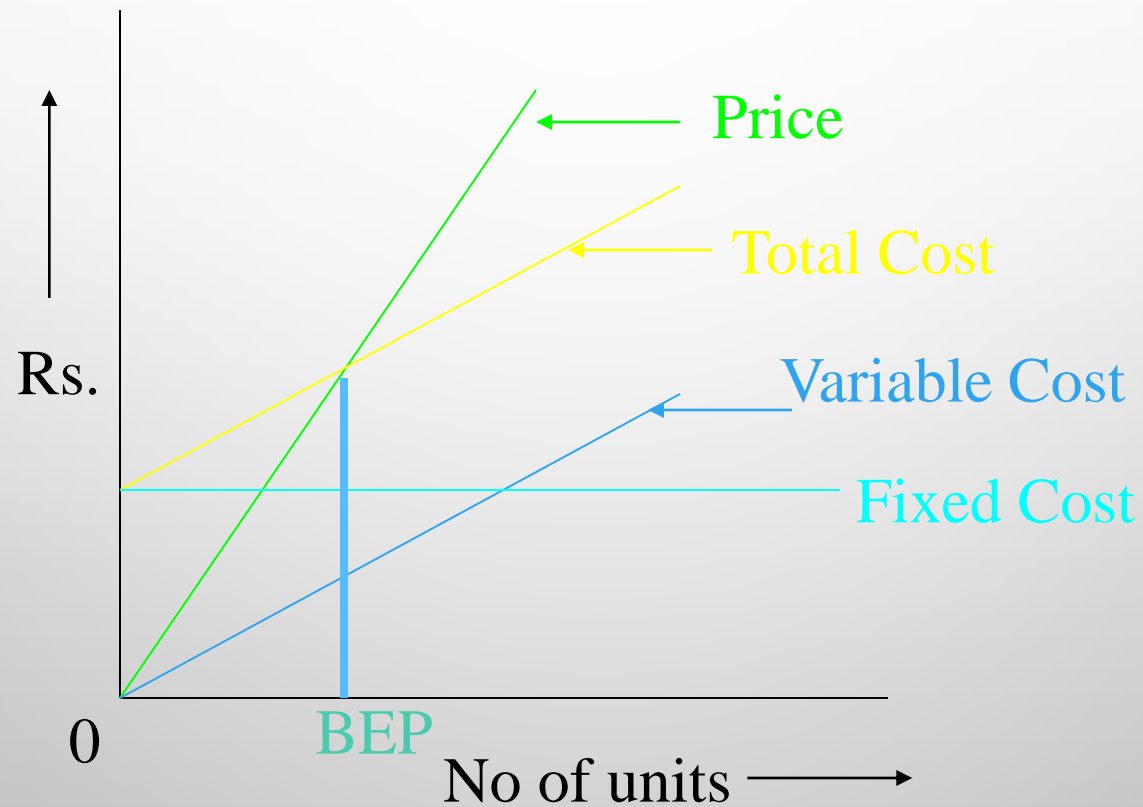
# Market Pricing

Obtain Information on the prevailing market prices in the target market with the help of the various export market information sources. Work backwards and price accordingly.

# EXPORT MARKET INFORMATION SOURCES

- Personal contacts / Commission Agents
- Indian Embassies / High Commissions abroad
- Foreign Embassies / High Commissions in India
- Export Promotion Councils / Commodity Boards
- Federation of Indian Export Organisations
- India Trade Promotion Organisation
- Visvesvaraya Trade Promotion Centre
- Chambers of Commerce / Export Import Orgns
- Market Survey Reports / Trade Enquiries
- Internet & E-Commerce

# Marginal Pricing



The image features a light gray gradient background. In the top-left and bottom-right corners, there are several realistic water droplets of varying sizes. These droplets have highlights and shadows, giving them a three-dimensional appearance. The text "Thank you" is centered in the middle of the image.

**Thank you**