Price lists

Overview

Price lists facilitate **product pricing strategy** and represent an **independent data structure** which allows to enter prices for SKU code that have not yet been set up in PIM. This **gives flexibility in managing prices without worrying about product data** and plan ahead by configuring the active time frame.

At the fundamental level **price list consist of many price records**. Each record represents list and sale prices of a SKU at particular moment in time for a given quantity. To be a little bit more specific and bring in some of the terminology here are some details on the properties of price record:

Property	Mandatory	Examples	Description
SKU code	✅	701423-L31	SKU code that corresponds to SKU in PIM ⚠️ Note this relationship is weak, which means SKU code does not necessarily have corresponding SKU that exists in PIM
Quantity	✅	1	Price record activation quantity (**quantity tier**). For example quantity of 1 means that list/sale prices are available for given SKU when 1 or more items are in cart. Quantity 10 would mean that customer has to add at least 10 items of this SKU to activate this price
List price	✅	9.99	The price of 1 unit of SKU for given quantity tier ⚠️ It is recommended to align list price across all price records for SKU in a given period
Sale price	❌	8.99	Sale price of 1 unit of SKU for given quantity tier. Should be less than list price ⚠️ Sale price is optional
Valid from	❌	01-Jan-2016 23:59	Activation time of this price record. ⚠️ Optional and can be left blank, which indicates that record is active from beginning of time.
Valid to	❌	10-Jan-2016 23:59	De-activation time of this price record. ⚠️ Optional and can be left blank, which indicates that record will be always active after it had activated.
Tags	❌	xmas summer2016	Tag can be used by business user to group together price records belonging to a specific price campaign, such as Christmas or Summer sales

In addition to basic information there are some optional advanced configurations:

Property	Examples	Description
Policy	COST_Main VIP	Policy allow to mark given price record with special access. This is very effective to hide prices from common customers (e.g. only VIP customers should see this price) or all customers (e.g. keep track of internal prices such as "buy in" or "cost" prices, which set basis for price rules SaaS and reporting)
Fulfilment centre 3.7.0+	Main	Limits this price only to items ordered from specific fulfilment centre. Useful tool for market place configurations and special prices products (e.g. damaged or used products)

Price upon request 3.5.0+	true	Hides the price in frontend so that customers cannot see it. This allows to make the product visible without disclosing the actual price.
		Useful tool for "request for quote" products
Offer price 3.5.0+	true	Allows to display list price as sale price (i.e. visually styled as sale price)
		Useful tool for automatic price imports that only provide one final price for the day but do give an indication flag that this price is limited time only

Each price record can provide its own combination of properties to facilitate various use cases. For example:

1. **Base list prices** provided by price records with list price at quantity 1, no sale price and no from/to time to indicate that it is always available. It is recommended to keep **single base list price record for each SKU** available in shop to ensure default price is always available.

   > Products with a base price will not appear in frontend unless specified as "Showroom" in the inventory record

2. **Sale prices** provided by price records with list price and sale price at quantity 1 and may optionally define from/to time period. There can be **many sale price records with different from/to periods**, even when timeframes overlap. The platform will automatically deduce **best customer value** sale price for current point in time for current customer.
3. **Multi buy prices** following the same rules as sale prices and allow to take them one step further by also checking the current quantity in customer shopping cart to provide bulk discounts. Major difference in multi buy price record is that quantity tier is greater than one.
4. **Cost (or buy in) prices** that use COST_[fulfilment centre code] policy naming convention (e.g. COST_Main), which allow to track the cost of the product to the business and are useful for automatic price generation and reporting

   > Cost prices are automatically resolved and saved with placed orders enabling generation of profit/loss reports and aiding any other audit, export or reporting function

5. **Special prices** that use a mixture of policy and fulfilment centre configurations to provide special prices available to a specific customer niche.

Some use cases

Topic of pricing strategy is quite difficult due to multitude of influential factors, so it is probably easier to go though a simple examples to bring some context to the discussion.

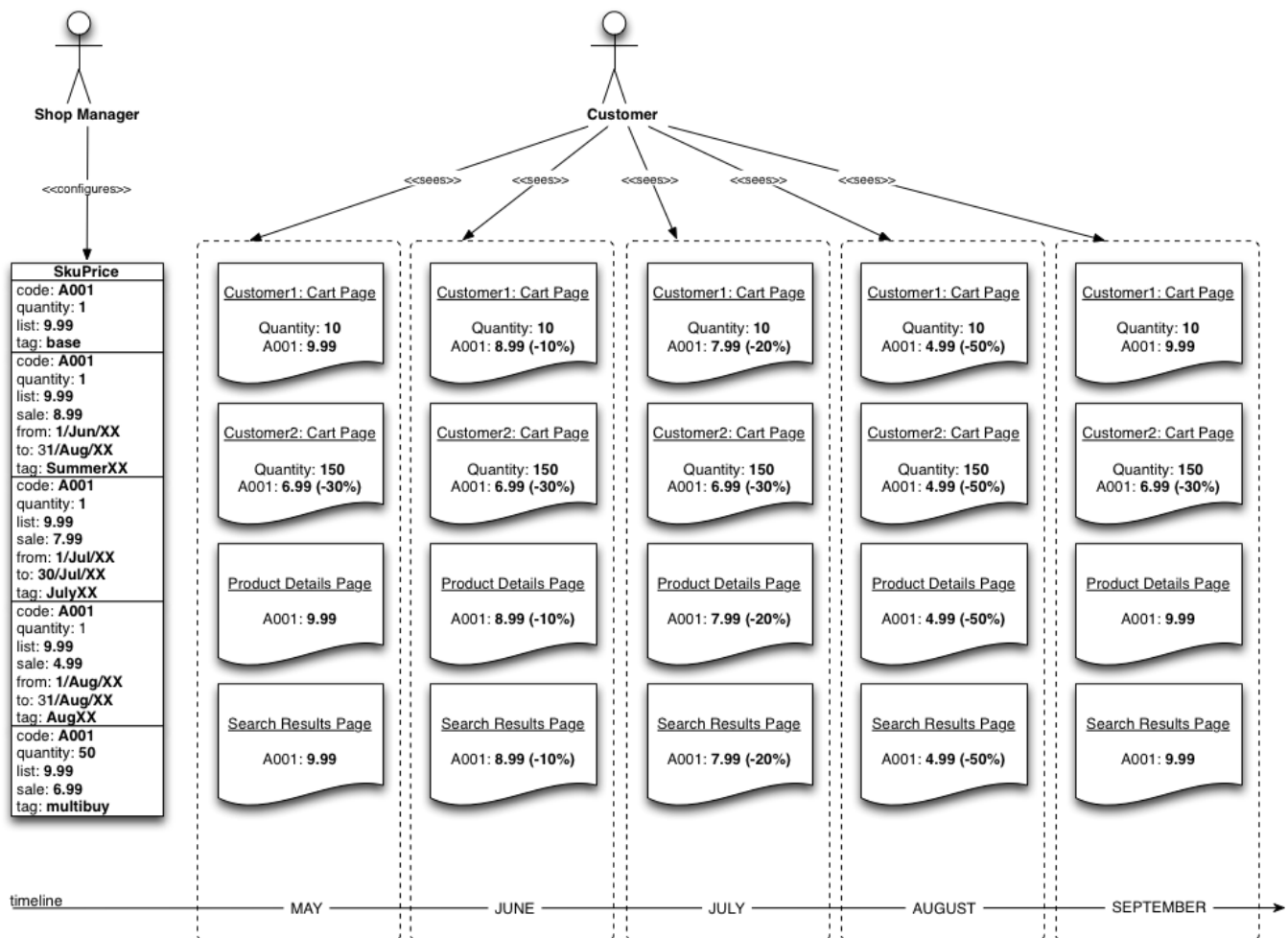## 'Summer campaign' example

Consider the following typical set of business requirements:

1. A company has base price lists for all items that it sells online (we are going to tag these as **base** prices)
2. A company has bulk discounts policy on various items that it offers (we are going to tag these as **multibuy** prices)
3. During Summer company will offer 10% discount on a range of products (tagged as **SummerXX**), with discount increasing to 20% in July (tagged as **JulyXX**) and then going into clearance with 50% discount in August (tagged as **AugXX**).

To make it simple we are going to consider a single SKU "A001" with the following pricing parameters:

1. Base price for A001 is 9.99
2. A001 has multi buy discount of 30% on 50 items or more (i.e. 6.99)
3. A001 will participate in "Summer" campaign (i.e. Summer price is 8.99, then in July 7.99 closing in August with 4.99)

Figure below depicts the price records data entries and corresponding price resolution, which customers will see at certain points in time. Arrow at the bottom of the diagram denotes timeline stating months which correspond to customer page views.

Shop Manager

Customer

<<configures>>

<<sees>> <<sees>> <<sees>> <<sees>> <<sees>>

SkuPrice
code: **A001**
quantity: **1**
list: **9.99**
tag: **base**
---
code: **A001**
quantity: **1**
list: **9.99**
sale: **8.99**
from: **1/Jun/XX**
to: **31/Aug/XX**
tag: **SummerXX**
---
code: **A001**
quantity: **1**
list: **9.99**
sale: **7.99**
from: **1/Jul/XX**
to: **30/Jul/XX**
tag: **JulyXX**
---
code: **A001**
quantity: **1**
list: **9.99**
sale: **4.99**
from: **1/Aug/XX**
to: **31/Aug/XX**
tag: **AugXX**
---
code: **A001**
quantity: **50**
list: **9.99**
sale: **6.99**
tag: **multibuy**

MAY

Customer1: Cart Page
Quantity: **10**
A001: **9.99**

Customer2: Cart Page
Quantity: **150**
A001: **6.99 (-30%)**

Product Details Page
A001: **9.99**

Search Results Page
A001: **9.99**

JUNE

Customer1: Cart Page
Quantity: **10**
A001: **8.99 (-10%)**

Customer2: Cart Page
Quantity: **150**
A001: **6.99 (-30%)**

Product Details Page
A001: **8.99 (-10%)**

Search Results Page
A001: **8.99 (-10%)**

JULY

Customer1: Cart Page
Quantity: **10**
A001: **7.99 (-20%)**

Customer2: Cart Page
Quantity: **150**
A001: **6.99 (-30%)**

Product Details Page
A001: **7.99 (-20%)**

Search Results Page
A001: **7.99 (-20%)**

AUGUST

Customer1: Cart Page
Quantity: **10**
A001: **4.99 (-50%)**

Customer2: Cart Page
Quantity: **150**
A001: **4.99 (-50%)**

Product Details Page
A001: **4.99 (-50%)**

Search Results Page
A001: **4.99 (-50%)**

SEPTEMBER

Customer1: Cart Page
Quantity: **10**
A001: **9.99**

Customer2: Cart Page
Quantity: **150**
A001: **6.99 (-30%)**

Product Details Page
A001: **9.99**

Search Results Page
A001: **9.99**

timeline

All price records are entered before the summer campaign starts. Each price record corresponds to business pricing requirements in relation to "A001". **Base** price record is the ultimate fallback value of A001 for purchases of one item and more. **Multi buy** price record has quantity tier set at 50, thus making sale price applicable only for quantities 50 or above. We have three summer campaign sale price records. Note that 10% discount sale price has timeframe between 1st June and 31st August overlapping July and August records (thus this is the fallback value for this period). Then for July we provide 20% discount sale price and in August we provide 50% discount sale price. Altogether these five price records represent the business requirements that we described at the beginning of this example.

When looking at month of May it can be noted that **base** price takes effect on product details, search results and small quantity cart pages. For large quantity cart page **multi buy** price takes effect since its sale price is less than base and therefore represents the **best customer value price**.

Moving into June **SummerXX** price record is activated. Now there are two active records: **base** at 9.99 and **SummerXX** at 8.99. The best customer value price is 8.99 and therefore will be shown to the customer. However for bulk purchase cart **multi buy** at 6.99 is better offer and hence multi buy is still used.

In July three records are active: **base** at 9.99, **SummerXX** at 8.99 and **JulyXX** at 7.99. The best customer value price is 7.99 and therefore will be shown to the customer. However for bulk purchase cart **multi buy** at 6.99 is better offer and hence multi buy is still used.

Going forward to August three records are active: **base** at 9.99, **SummerXX** at 8.99 and **AugXX** at 4.99. Note that **JulyXX** has expired and therefore is not considered anymore. The best customer value price is 4.99 and therefore will be shown to the customer. Bulk purchase cart **multi buy** at 6.99 now offers worse value, so 4.99 is used instead thus making all prices at all quantities align with 4.99.

In September all summer campaign price records are now expired and we revert to the **base** and **multibuy** prices.

Note that business user enters the **'summer campaign' prices long before the campaign starts** and does not need to make any adjustments during the campaign, which **gives freedom to plan ahead**. Another interesting point is that **JulyXX** and **AugXX** where overlapping with **Summer XX**, so if for some reason business decided to withdraw 50% discount in August only that record would need to be removed and **SummerXX** sale at 10% would still remain thus **preventing disagreement with the original campaign**. This **layered approach allows to create long term and short term pricing strategies** as well as enable **quick changes according to business needs in this rapidly changing and competitive environment**.
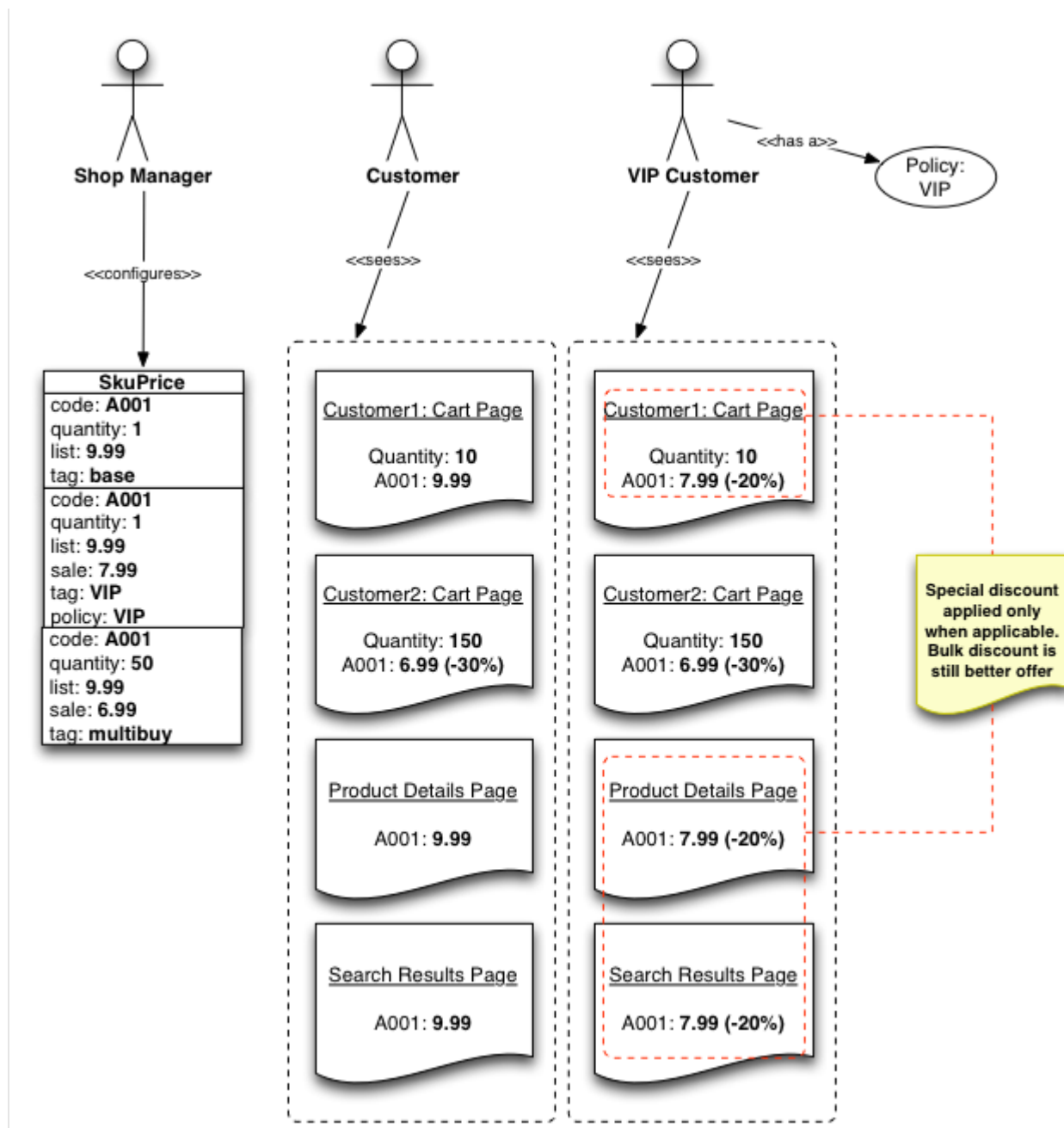
VIP customer example

Consider the following typical set of business requirements:

1. A company has base price lists for all items that it sells online (we are going to tag these as base prices)
2. A company has bulk discounts policy on various items that it offers (we are going to tag these as multibuy prices)
3. A company has a number of VIP client to which it wishes to provide special prices for specific products which they often buy (tagged as vip)

To make it simple we are going to consider a single SKU "A001" with the following pricing parameters:

1. Base price for A001 is 9.99
2. A001 has multi buy discount of 30% on 50 items or more (i.e. 6.99)
3. A001 will participate in "VIP" campaign with special price 7.99 on the basis of **VIP** policy

Figure below depicts the price records data entries and corresponding price resolution, which customers will see depending on their pricing policy configuration in their profile.

Discounted stock example 3.7.0

Consider the following typical set of business requirements:

1. A company has base price lists for all items that it sells online (we are going to tag these as base prices)
2. A company sometimes encounters products with damaged packages but otherwise fully functional, which it would like to sell at a discounted price

To make it simple we are going to consider a single SKU "A001" with the following pricing parameters:

1. Base price for A001 is 9.99
2. Discounted price for A001 with damaged packaging is 8.99

Figure below depicts the price records data entries and corresponding price resolution, which customers will see when they add A001 either from main fulfilment centre or damaged packaging fulfilment centre.
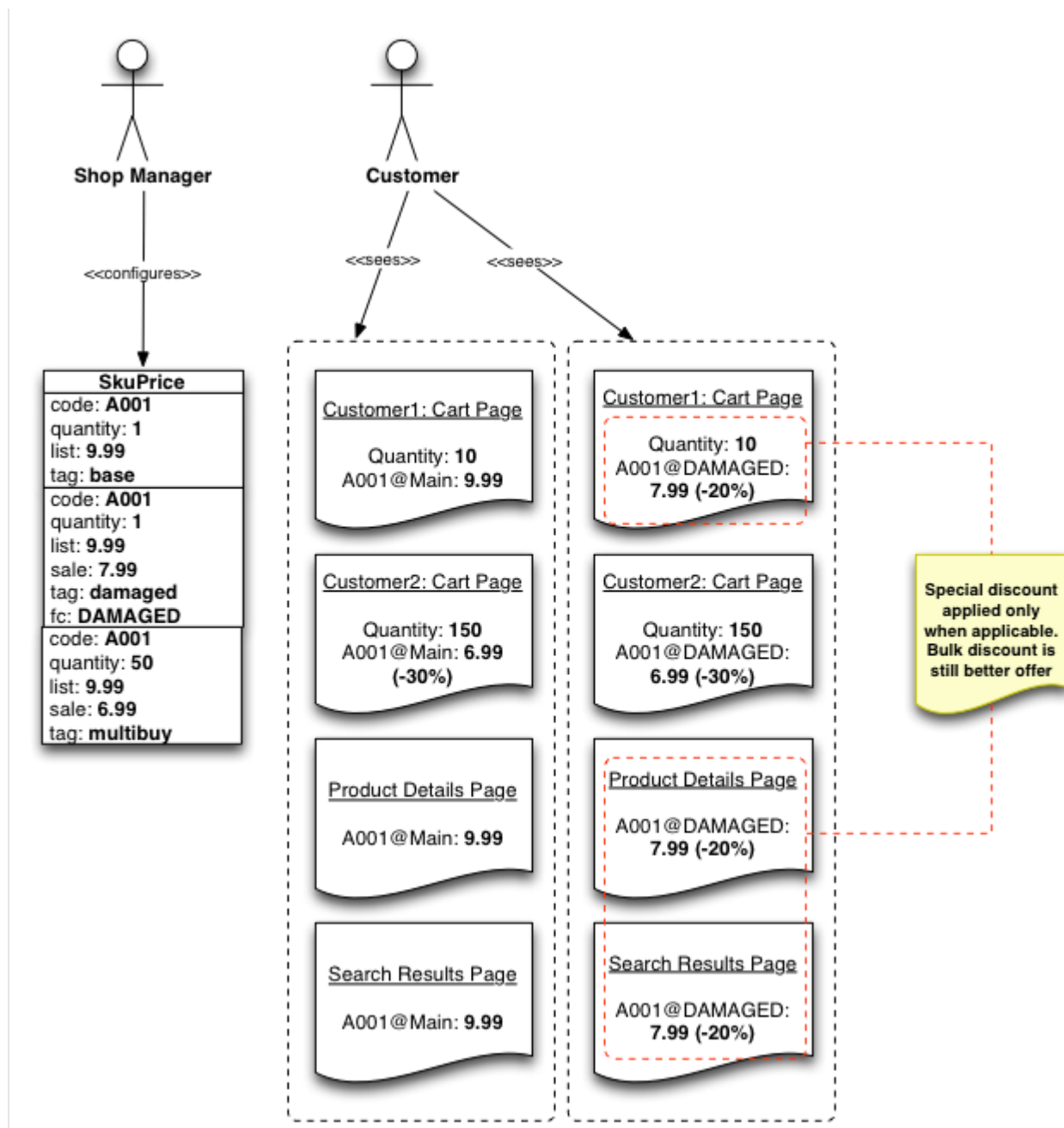
Price list management

SKU price records are managed per shop per currency using the price lists management section. This section provides various searching capabilities by SKU code, product name and by tags. The match is partial by default to allow business user quick searches without having to type full SKU code or tags.

Adding SKU price requires SKU code and list price (currency and shop are automatically used from current view). Note that SKU code does not necessarily needs to match the existing SKU data. If the SKU code does correspond to an existing SKU data the table with price records will display SKU name, otherwise the SKU name will remain blank. "Quantity" represents the quantity tier of given SKU. "List price" represents the base price for a SKU, whereas "Sale price" (which is optional) represents discounted list price. "Valid from" and "Valid to" define price record active period. If left blank the platform assumes that record is always available.

> Note that SKU must have price for it to be purchasable. If the platform cannot resolve price for SKU the product will not have option to be added to cart or even be shown in searches unless it has inventory record set to "Showroom" availability (which is not purchasable).

> Price that are entered into price list can be either NET (without tax) or GROSS (including tax), which depends on the tax configuration. It is up to business to decide which "mode" will suit best for price management. See taxation documentation, which explains this topic in detail.

Shop and currency selector

DEMO ENVIRONMENT

Logged in as Yes

Price lists / YesCart shop (EUR)

!920-005048

Code	Name	Policy	Tier	List	Sale	Min	Valid From	Valid To	Tags
920-005048	G105		1	1510.30					
920-005048	G105	FC001	1	1510.30	1410.30				

1

Current Activity

Base price, all settings are default

Main | Policy | Search Index

Code
920-005048

Name
G105

Tier
1

☐ Price upon request ❓
☐ Offer price ❓

List
EUR | 1510.3

Sale
EUR | Sale

Min
EUR | Min

Main | Policy | Search Index

Policy ❓

Reference ❓

Fulfilment centre ❓
Fulfilment centre

Valid From
GMT | yyyy-MM-dd HH:mm:ss

Valid To
GMT | yyyy-MM-dd HH:mm:ss

Main | Policy | Search Index

Code
920-005048

Name
G105

Tier
1

☐ Price upon request ❓
☐ Offer price ❓

List
EUR | 1510.3

Sale
EUR | 1410.3

Min
EUR | Min

FC specific price

Main | Policy | Search Index

Policy ❓

Reference ❓

Fulfilment centre ❓
FC001

Valid From
GMT | yyyy-MM-dd HH:mm:ss

Valid To
GMT | yyyy-MM-dd HH:mm:ss

Sale | Special Offer | New Arrivals | Demo ▾ | Themes ▾ | Contacts | Scherlock Holmes 👤 | English ▾ | € ▾

Web site

YES CART
DEMO STORE

✉ Contact form

Search... 🔍

🛒 (2) € 2770⁶⁰
inc. 461.77 VAT

● ● ●

Home / Search::920-005048 ⊗

Sort: | name ⬆⬇ | SKU ⬆⬇ | price ⬆⬇ | 10 20 30

⏮ ◀ 1 ▶ ⏭

G105   **G105**

🛒 Add to cart   🛒 Add to cart

€ 1410³⁰   € 1510³⁰
inc. 235.05 VAT   inc. 251.72 VAT
1510.30
7% ⓘ

Code 920-005048   Code 920-005048

Logitech G105. Device interface: USB, Keyboard layout: QWERTZ, Purpose: PC/server. Colour of product: Black, Red, Backlight colour: Blue, Surface coloration: mono... USB. Minim... ...ber of

Logitech G105. Device interface: USB, Keyboard layout: QWERTZ, Purpose: PC/server. Colour of product: Black, Red, Backlight colour: Blue, Surface coloration: monotone. Power source type: USB. Minimum hard disk space: 20 MB. Number of

Two products appear side by side as for purpose of this demo there are two offers: one from Main fulfilment centre and one from damaged items, to show the difference. If you have only one fulfilment centre only one product will be shown with best value price (i.e. lowest)

⏮ ◀ 1 ▶ ⏭

Categories / Sidebar:

Keyboards & Desktops

Laptops

Mice

PCs/Workstations

Servers

Software Licenses/Upgrades

Storage Servers

Tablets

Toners & Laser Cartridges

Top End Brands

Warranty & Support Extensions

Product type

Keyboards & Desktops ②

Product brand

Logitech ②

New Arrivals | Viewed

ME181C-A1   ME301T-1A045A   C70-B-33K   F551MA-SX112H   K400 Plus
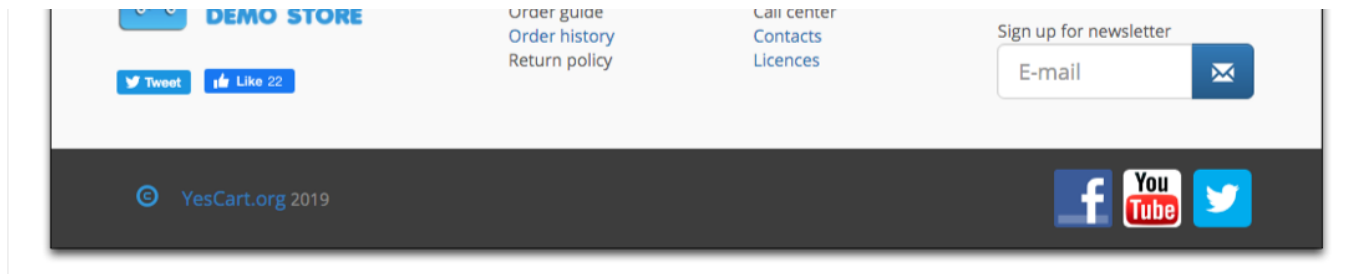
YES CART

Profile   FAQ
View shopping cart   Site map   Newsletter

Two products appear side by side as for purpose of this demo there are two offers: one from Main fulfilment centre and one from damaged items, to show the difference. If you have only one fulfilment centre only one product will be shown with best value price (i.e. lowest)

It is anticipated that most of the price list management will be done via import/export facility automatically. In case of manual management manual import/export facility will also be useful when managing prices for large catalogs.

Validating prices configurations

With complex prices and promotions setup it is sometimes difficult to determine which price will be applied at what time frame. This is where prices tester tool can help in many ways. It allows to create a combination of products with corresponding quantity tears and specify additional parameters such as fulfilment centre and shipping method. The end result is like for like calculated cart for give setup that shows **exactly which price will be applied and any promotions that might trigger** in the process **as well as taxes applied**. Moreover **the tool allow to set time frame** for when the calculation should occur thus giving the opportunity to test what will happen as time elapses.

Shop and currency selector

DEMO ENVIRONMENT

Logged in as Yes

Price lists / YesCart shop (EUR)

!920-005048

Code	Name	Policy	Tier	List	Sale	Min	Valid From	Valid To	Tags
920-005048	G105		1	1510.30					
920-005048	G105	FC001	1	1510.30	1410.30				

1

Current Activity

Test

Email	
Centre code	FC001
SLA SKU	
Coupons	
Time for the test	

SKU*

920-005048=5,
DT-VLUAA-001=1

Comma separated list of SKU to test prices for with corresponding quantities

You can enter several SKU separated by comma

Cancel   Run

Calculated cart with all relevant prices and promotions applied

Price lists / YesCart shop (EUR) / 920-005048

Test   SHOP10 en 2019-11-25 21:47:40
Email   -
Customer   -

Delivery	Name	Quantity	Price	Tax	Total (inc. tax) EUR	Promotion
Delivery (standard): FC001	920-005048 G105	5.000	1410.30	VAT @ 20%	7051.50	
Items total (including discounts)					6901.50	SHOP10EURORD150F
Order total (Balance to pay) EUR					6901.50	
Tax					1150.25	