Week 3 Journal

| Brand, and Product, or  Service | Name Pricing Strategy from Table 5.3 | Pricing Strategy Definition and Use | Your Rationale for the Pricing Strategy Selection |
| --- | --- | --- | --- |
| [*Royal Treatment*](https://theroyaltreatmentbr.com/pet-salon-baton-rouge/)  Pet grooming and pet spa services for dogs and cats |  |  |  |
| Custom-made  [*Converse Shoes*](https://www.converse.com/shop/custom-shoes) |  |  |  |
| 3 Restaurants’ (of your choice) course dinner menu on Feb 14 of each year. |  |  |  |
| [*PearlsAndLavender*](https://www.etsy.com/shop/PearlsAndLavender) Hand-made ceramic and brass jewelry offered by a self-employed. |  |  |  |
| [*Southwest Airlines*](https://www.southwest.com/) The world’s largest low-cost carrier. |  |  |  |
| Off-season hotel room prices on weekdays. |  |  |  |