

Competitive Pricing

Marketing

Responding to a rival's price move without starting a war.

Options when a rival cuts price.

Options

Hold and reinforce the difference

Add value instead of cutting price

Match selectively on affected lines

Fighter brand to protect the main one

Match fully, if the segment is price-led

Before deciding

Is the cut permanent or promotional

Which segments actually overlap

Can you sustain a war financially

What signal does matching send

Educational reference. Coordinating prices with competitors is illegal in most jurisdictions. Respond independently.