

Pricing, Offers & Subscription Models Guide

A Practical, Step-by-Step System for Indian Entrepreneurs

 VYAPAARKIT BUSINESS-IN-A-BOX SERIES



Why Most Indian Businesses Bleed Money Through Bad Pricing

The Silent Business Killer

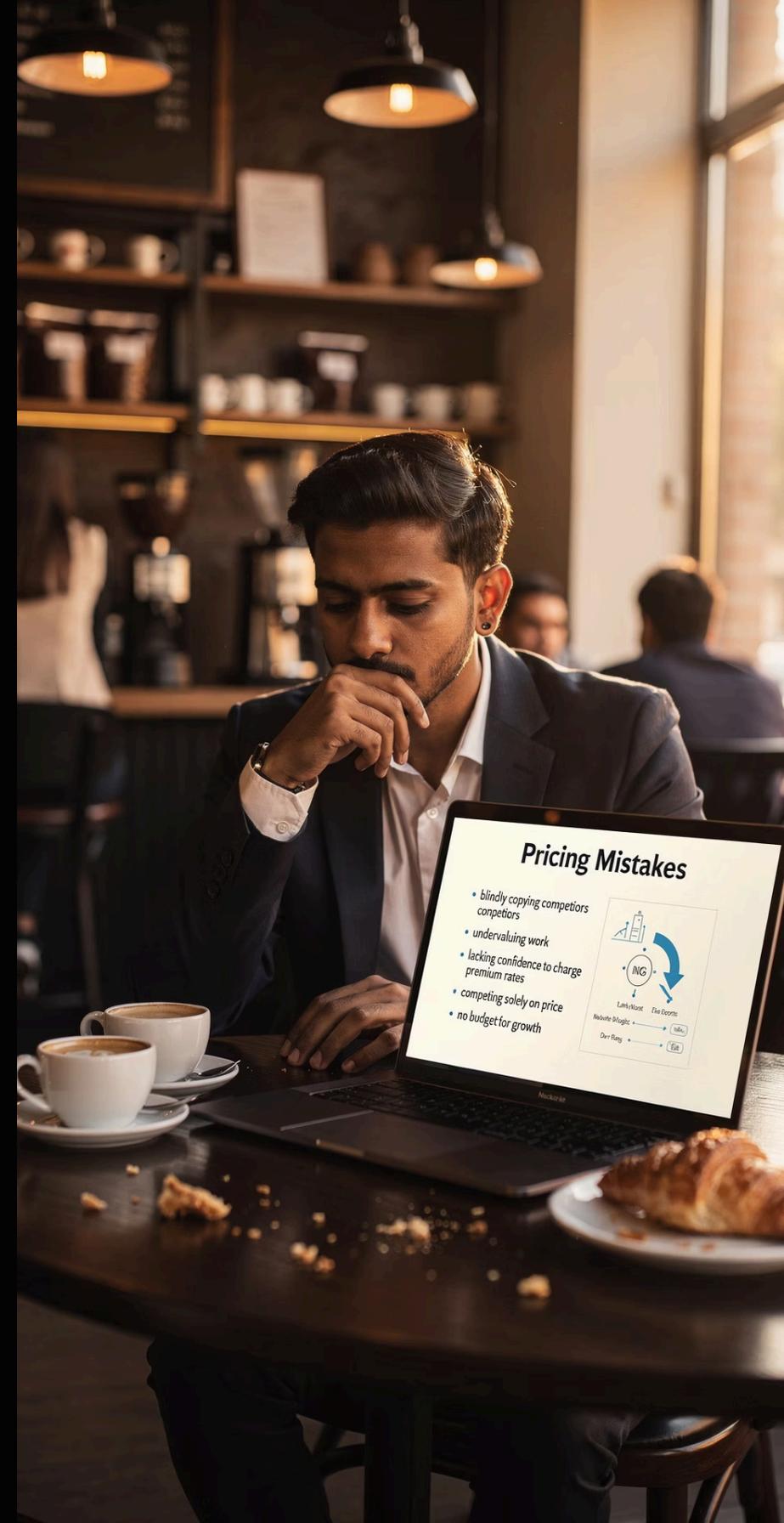
Hidden monthly losses:
₹25,000–₹2 lakh

Most entrepreneurs work 14-hour days but earn less than a mid-level employee. The problem isn't effort—it's pricing strategy.

The 5 Fatal Pricing Mistakes

- Copying competitor prices blindly without understanding costs
- Undervaluing work to attract customers quickly—attracting wrong buyers
- No confidence to charge premium rates—stuck in discount trap
- Competing only on price—race to the bottom with no margins
- Zero budget for growth—can't market, hire, or improve quality

**The biggest danger isn't failure...
it's repeating the same mistakes
every season.**





The Smart Entrepreneur's Pricing System

This business tool gives you the exact frameworks, templates, and checklists that successful Indian businesses use to price confidently and protect margins—even in competitive markets.

6 Revenue Models Decoded

One-time projects, retainers, subscriptions, hourly billing, value-based, productized services—when to use each

Indian Market Pricing Psychology

Tier 1 vs Tier 3 dynamics, B2B vs B2C rates, premium positioning strategies that work

Ready-to-Use Profit Calculator

Plug in your numbers, get exact pricing with 30-40% margins protected automatically

Package Creation Framework

Bronze-Silver-Gold tiering system that increases average order value by 40-60%

GST-Compliant Templates

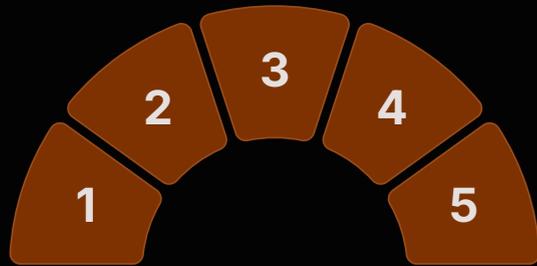
Invoicing, proposals, service agreements—all legally sound and professionally formatted

Scaling Roadmap

When to automate, when to hire, how to grow from ₹10L to ₹1Cr revenue systematically

Inside This Business Tool Kit

Everything Ready-to-Use. No Theory. Only Execution.



1 5-Stage Pricing Roadmap

From market research to scaling—complete execution blueprint with timelines

2 Profit Protection Checklists

Quality control, margin calculators, cost tracking sheets—never undercharge again

3 Client Onboarding SOP

Step-by-step process flowcharts—from first enquiry to payment collection

4 Pricing Formula Worksheets

Plug-and-play Excel calculators for project pricing, hourly rates, subscription tiers

5 GST & Compliance Guide

Registration requirements, invoicing rules, legal essentials simplified for beginners



What Happens When You Implement This System

The Transformation



BEFORE: Struggling

- Random pricing, thin margins
- Chasing every discount customer
- Working 14 hours for ₹20K profit
- Fear-based negotiations
- Dependency on few big clients
- No time for business growth



AFTER: Thriving

- Strategic pricing, 35-40% profit
- Attracting premium clients willingly
- Predictable income, scalable systems
- Confident pricing conversations
- Diversified revenue streams
- Automated operations, time freedom

Expected Business Outcomes

20-60%

Margin Increase

Through proper cost calculation and value-based positioning

3-6

Months Saved

Avoid trial-and-error mistakes with proven frameworks

₹50K+

Losses Prevented

By not undercharging or accepting unprofitable projects



"This felt like hiring a ₹50,000 consultant. The pricing calculator alone justified the investment—now I confidently quote premium rates and clients accept without negotiation."

If You're Serious About Profit... This is Non-Negotiable

Who This is For

- **Service business owners** tired of thin margins and pricing confusion
- **Freelancers & consultants** ready to scale beyond hourly billing
- **B2B entrepreneurs** seeking retainer and subscription revenue models
- **Growing businesses** needing systemized pricing and operations

Who Should Avoid This

- Those expecting overnight success without implementation
- Product-based businesses (this focuses on services/subscriptions)

Your Pricing Journey Starts Now

✓ Instant Download

Access immediately on phone or computer—start implementing today

✓ Ready-to-Use Templates

No creation needed—plug your numbers into proven frameworks

✓ Build Your Profit System

One good pricing decision can change your income permanently

Most entrepreneurs will never use systems like this.

Smart ones execute faster.

VYAPAARKIT | BUSINESS-IN-A-BOX SERIES

Ready-to-Use System | Instant Access