

# Product Pre-Launch Survey: Pricing Expectations

We are excited to introduce our new product soon! Please take a few moments to share your expectations and thoughts regarding its pricing. Your feedback will help us offer you the best possible value.

## About You

Age:

How interested are you in this product?

Very Interested

## Pricing Expectations

1. Based on the features described, what price would you expect this product to have?

USD

2. What is the maximum price you would be willing to pay for this product?

USD

3. At what price would you consider the product to be too expensive to consider?

USD

4. At what price would you think the product is a bargain?

USD

5. Which statement best matches how you decide to purchase new products?

- I value quality over price.
- I look for the lowest price.
- I try to balance price and quality.
- Other (please specify):

## Additional Feedback

Do you have any other comments or suggestions regarding the price or the product?

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*Conducting a **product pre-launch survey** focusing on pricing expectations helps businesses gather valuable insights directly from potential customers. This survey identifies the optimal price point, ensuring the product is competitively positioned in the market. Understanding pricing preferences allows for informed decision-making that can maximize sales and customer satisfaction.*