**Supply & Demand Algorithm**

**Discuss how a similar “set your price” approach could be used for Heritage Doll with -**

**Match my Doll product line.**

Using the “set your price” approach for the Match my Doll Product Line, it would benefit Heritage Doll. Since the clothing line is based on seasons, this approach can be applied. As they reach each season (fall, spring, winter, summer) they can apply this approach by increasing the prices using that pricing algorithm since it will be a higher demand because the consumer knows the season is approaching and their child will want to have the latest fashion for that season. As they steer away from the season they can drive the prices down as in discount the outfits so that they can sell that inventory and still bring in revenue so the demand is low. However, note if they monitor the sales on that discounted clothing during off-season they can still use the set your price approach to drive this up as there will also be a demand for to purchase the discounted items.

**Design your own Doll product line**.

By using the “set your price” approach this would benefit the Design your own doll. Since this is a unique type of project, the company can set the price how they want. The higher the demand and more unique the doll the higher the price they can charge. In this industry, there would not be too many dolls that would have the same features as the next, causing a higher demand in consumer consumption. By using the set your price approach the company can raise the prices based on certain assumptions ( design, delivery, specifics with each order) since this would be a unique purchase. In addition, with R&D they can track times where in customers may be interested in making a purchase and have not just yet or save their intended purchase, they can also apply the set your price approach there by offering a discount if they purchase within this time frame or maybe increase the price it can vary.