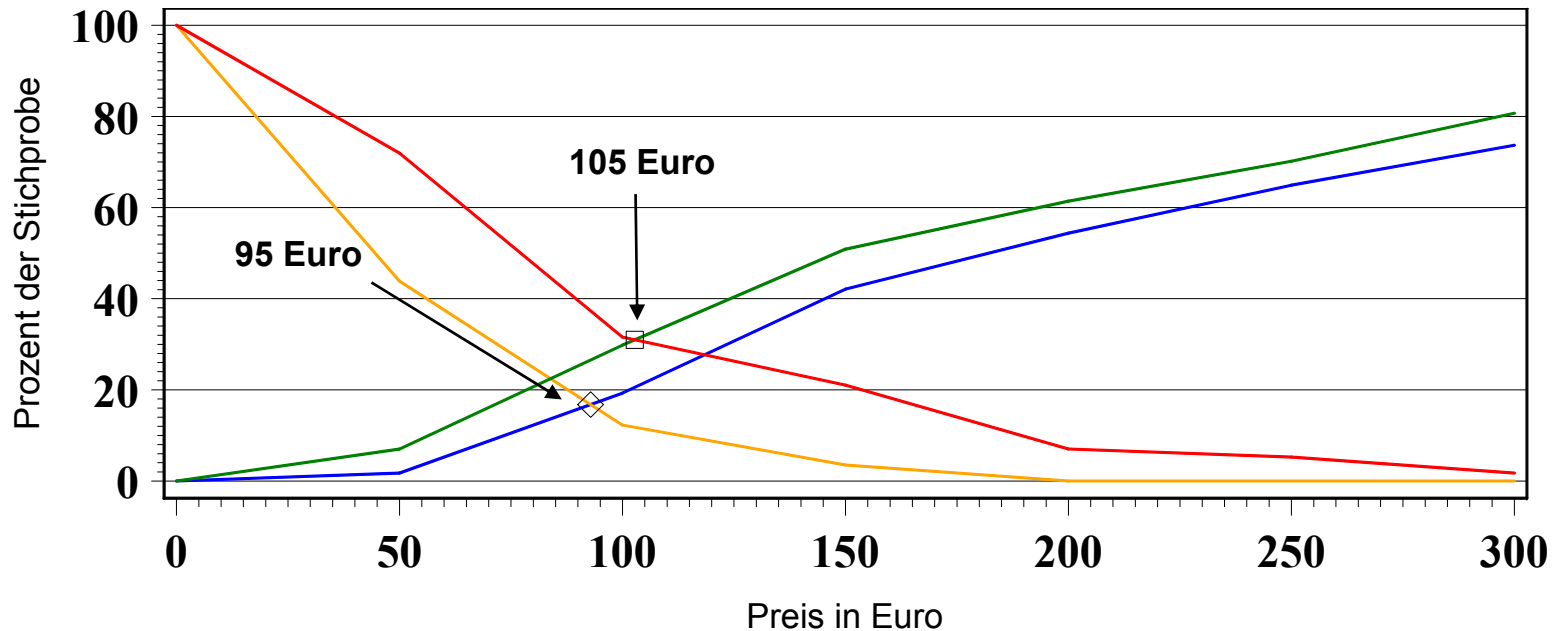


Produkt X: Optimaler und Indifferenter Preis

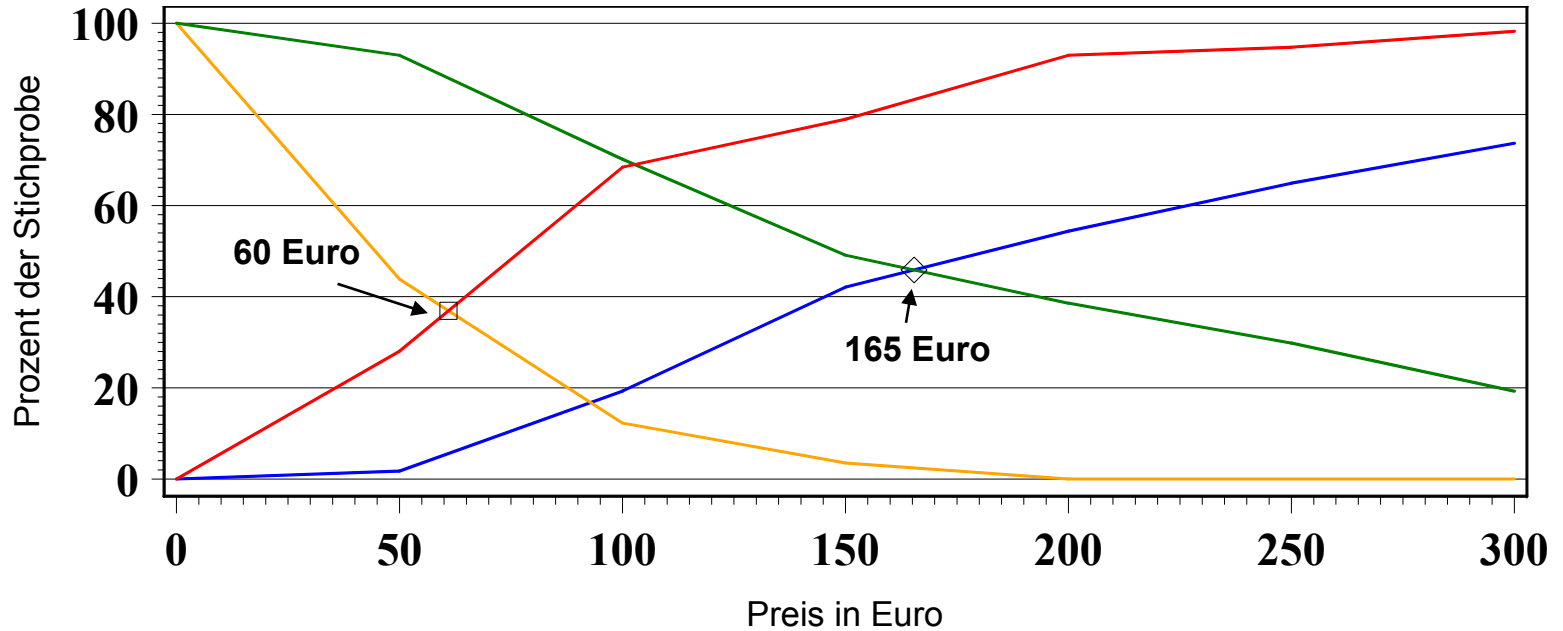


Legende

- zu teuer
- billig(inv)
- teuer
- ◇◇◇ OPP
- IDP

Van Westendorp Preis Modell (n= 57)





Legende

- zu teuer
- zu billig(inv)
- teuer(inv)
- billig
- ◇◇◇ PME
- PMC

Van Westendorp Preis Modell (n= 57)

