



Pricing decisions in small business (Small business management research reports)

W. Warren Haynes

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These studies, which originated from research on approximately 100 firms earned on at the University of Kentucky under a grant from the Small Business Administration, are an empirical examination of decision making in the small firm. The practices revealed by the investigation have been analyzed within the theoretic framework of managerial economics. The studies make suggestions for improvements that take into account the limited resources of small firms. A third study, Investment Decisions in Small Business by Martin B. Solomon, will be published at a later date.

Pricing Decisions in Small Business points out that pricing is more flexible but that competition is more limited than economists have assumed. Though he already makes some adjustment of prices according to the market, the businessman could profit from greater flexibility in his thinking, especially in the consideration of relative changes in costs and revenues.

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