

Open a shop with no price history

A new shop has no history of its own, so the evidence has to come from the market: what comparable products sell for, and where your brand can sit against them.

INDUSTRY

Consumer brand · direct-to-consumer

COMPANY

640 SKUs: 410 own-brand, 230 resold

SUITE

ScrapeMonk · MatchMonk → PriceMonk Evidence

THE SITUATION

NO HISTORY · LAUNCH DATE FIXED

Every pricing method you know assumes history. On launch day you have none – and cost times a round multiple knows nothing about what a customer would pay. But the history exists; it just is not yours.

01 What to stock, and where you sit

Peer and marketplace assortments are read against your own range, so the gaps are named with the listings and price levels behind them.

What your peers carry that you don't

YOUR RANGE: 9 CATEGORIES · THEIRS: 12

CATEGORY YOU DON'T STOCK	PEERS LISTING IT	LISTINGS	MEDIAN PEER PRICE	READ
Provenance pieces	2 of 3	41	€78	STRONG CANDIDATE
Premium stationery	3 of 3	63	€34	STRONG CANDIDATE
Licensed building kits	2 of 3	28	€59	WORTH A LOOK

VERIFIED PEER PRICES

2,278 collected

SKUS WITH 3+ PEERS

499 of 640

TOO THIN TO PRICE

141 named, not averaged

02 A price where there is no history

Cost sets the floor. The evidence sets the position. The margin is what falls out, rather than what goes in – own-brand positioned on its premium over the peer range, resold lines held under the parity ceiling their agreement sets.

PRODUCT	COST	PEER RANGE / CEILING	INTENDED	RECOMMENDED	VERDICT	CONF.
Heavyweight tee	€8.40	€19–38	€19.90	€32.00	UNDER-PRICED	84
Zip hoodie	€21.00	€45–79	€49.00	€69.00	UNDER-PRICED	82
Enamel pin set x3	€3.10	€9–24	€19.90	€14.00	OVER-PRICED	68
Plush mascot	€9.60	€14–39	€24.90	€29.00	UNDER-PRICED	71
Hand-numbered art print	€34.00	€39–178	€59.00	€119.00	UNDER-PRICED	61
Canvas tote	€6.20	€15–29	€24.90	€24.00	IN LINE	79
Bluetooth speaker · resold	€218.00	≤ €349	€379.00	€329.00	BREAKS PARITY	93
Instant camera · resold	€142.00	≤ €219	€229.00	€199.00	BREAKS PARITY	91
11,570 units, first quarter			€220,140	€283,910	+29.0% GROSS MARGIN	79

THE PAINS

HOW WE SOLVE THEM

“We’re launching products that have never been sold. There is no history to price from.”

A start price per product built from peer and marketplace evidence, positioned by brand premium and floored by cost.

“Half the catalogue is other brands’ products and their pricing rules bind us.”

Resold lines are priced under the parity ceiling the agreement sets, and flagged the moment an intended price breaks it.

A range read, not guessed

WHAT PEERS CARRY THAT YOU DON’T

A launch price on evidence

PRICED FROM PEERS, FLOORED BY COST

Graded per line

SO THE THIN ONES GET A HUMAN

Nothing has less history than the shop you are about to open.