**Part 5: Pricing**

1. What is your equilibrium price according to the data you gathered from the demand schedule (see part 1) and your supply schedule?
2. What are you going to do when there are shortages? Surplus?
3. Are there price controls on your goods and services? Explain.
4. How much are your competitors selling similar products for? How will you compete?
5. What are your plans for lowering costs? Will you outsource labor? Move to a more strategic location?