RANGE INTELLIGENCE

The price of a longer guarantee

4 comparable products span EUR 245–375. The median ticket is EUR 308.

Range review

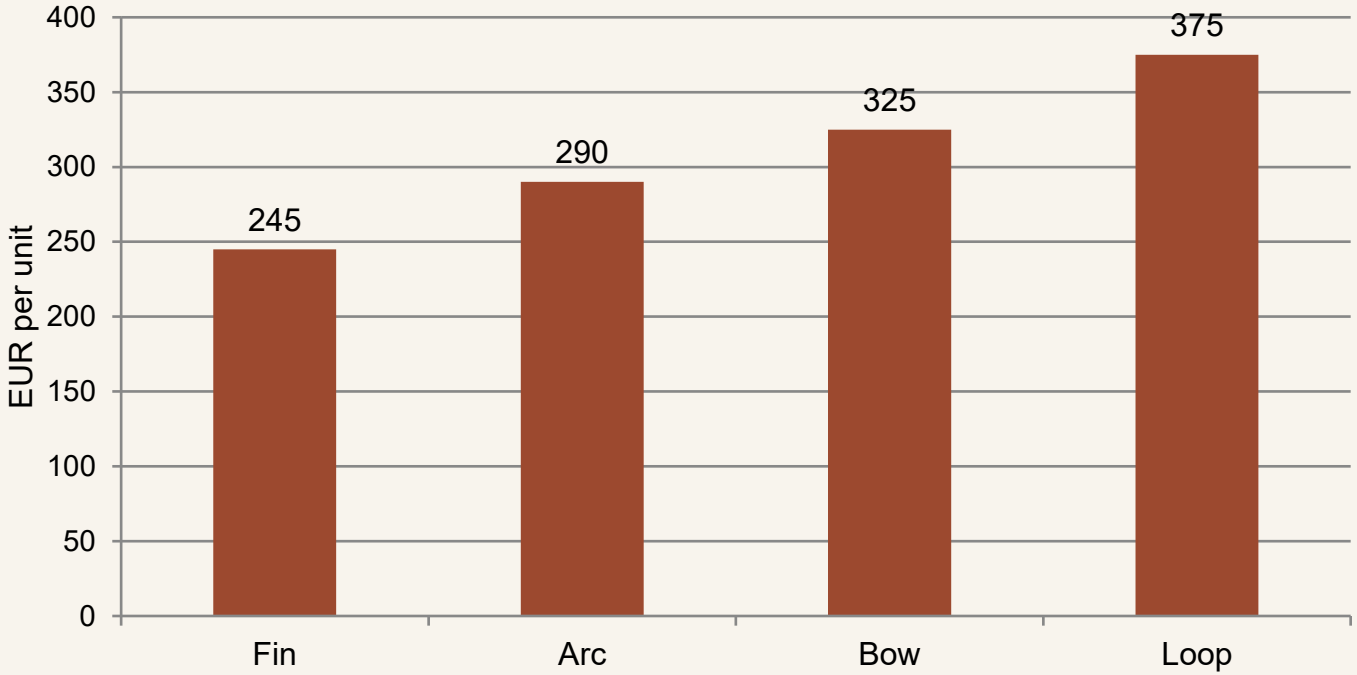
Price and specification comparison

Brand / product	EUR	Years	Material	Size
Vale Loom / Fin	245	2	Ash veneer	65 × 70 × 75 cm
Oriel Dune / Arc	290	3	Oiled oak	68 × 72 × 76 cm
Marne Form / Bow	325	4	Solid beech	69 × 71 × 78 cm
Cinder Est / Loop	375	5	Solid walnut	70 × 74 × 77 cm

EUR per unit. Warranty in years. Observation dates and sources accompany each row in the editable matrix.

Range review

Compare the ticket prices



The median across all 4 observations is EUR 307.50. Compare warranty duration and material in the matrix before interpreting the premium.

Range review

Position the next offer

01

Test a base offer near EUR 308.

02

Show warranty and material beside price.

03

Validate freight and tax treatment before quoting.

A price comparison establishes a reference point. Buyer interviews and actual margin determine the final offer.