## TARIFF IMPACT FRAMEWORK

## HOW TO THINK ABOUT TARIFF IMPACT ON PRICING

Trying to determine if your business is facing high pricing impacts from current or forthcoming tariffs? Use this framework to determine if actioning on tariffs is an immediate need. LOW MARGIN IS THE PRODUCT A HIGH MARGIN OR LOW **MARGIN PRODUCT? START HERE** IS THE PRODUCT (OR INPUTS) MADE Possible high pricing impact, CONTINUE >> HOW IS THE IN A HIGH TARIFF **PRODUCT** USED/SOLD? **COUNTRY?** WHOLESALE RETAIL MARGIN INPUT DO YOU EXPECT THE TARIFF COMPLETE COMPLETE **ENVIRONMENT TO BE SHORT** LIVED OR LONG? **Higher pricing impact possible,** make sure to answer all other questions NO SHORT LONG-LIVED LOW PRICING IMPACT **MEDIUM PRICING IMPACT HIGH PRICING IMPACT** 

Contact us to see how OpenBrand can help your business navigate tariffs and other market shifts





