

# Pricing Strategy in Canadian Dollars

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### Currency Considerations

Pricing for the Canadian market requires accounting for exchange rates, import costs, and local competitive dynamics.

- All Walmart.ca prices must be displayed in Canadian Dollars
- Exchange rate fluctuations directly impact your margins
- Canadian consumers compare prices to local retailers, not US prices
- Factor in all additional costs: duties, shipping, taxes

### Pricing Framework

Build a pricing model that maintains profitability while staying competitive.

- Start with your US cost basis and convert at current CAD/USD rate
- Add import duties, customs brokerage fees, and cross-border shipping
- Include Walmart.ca referral fees and any fulfillment costs
- Add your target profit margin
- Compare against Canadian competitors and adjust for market positioning
- Build in a 5-10% exchange rate buffer to protect against currency fluctuations