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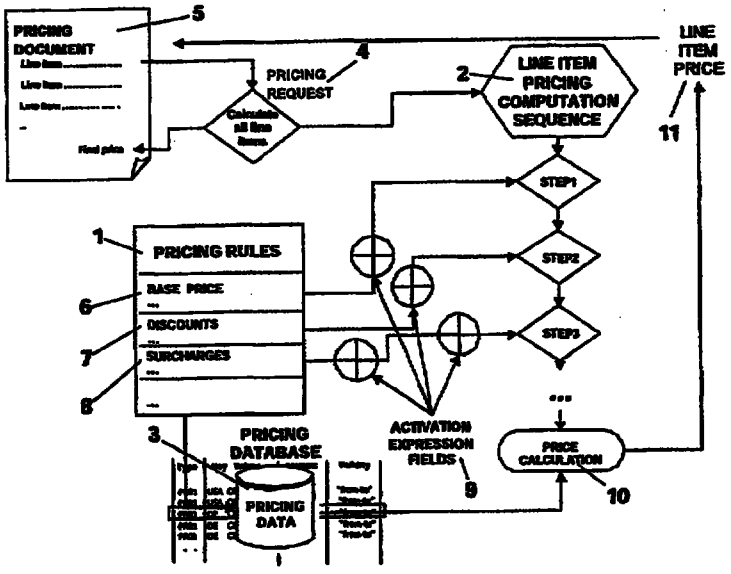
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[Continued on next page]

(54) Title: METHODS AND PROCESSES FOR PRICING CALCULATION USING A COMPUTER SYSTEM



(57) Abstract: Methods, processes and system for the management and calculation of pricing information of various types of product items and stock keeping units (SKUs) uses a computer system. A pricing system supports a "real-time" behavior in pricing calculation during on-line transactions based on user defined rules and computation sequences (2). A merchant is able to define a pricing policy related to any applicable variable involved in the business transaction (5) (e.g. customer category, product type, selling season or date). The final price is calculated after a set of pricing steps starting from base prices (6) by applying discounts (7), surcharges (8), taxes and other costs.

WO 01/35293 A1

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