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The Price-Watch Pack

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A weekly sheet that tracks the number buyers actually compare — the price at checkout — plus the prompt that turns six weeks of it into one decision.

Landed price, and why it's the only number that counts

Buyers don't compare listing prices. They compare what they'll pay at checkout:

> Landed price = listing price + shipping the buyer pays − active voucher

Those two numbers can point in opposite directions. The sheet's example is the one from the carousel: you list at RM85, your rival at RM89 — so you're cheaper. Except you charge RM8 shipping, and they've just added a RM10 voucher with free shipping. At checkout you're RM93 and they're RM79. You're 18% more expensive and you'd never know from the listing page.

Use the voucher a normal buyer would actually get — the shop voucher showing on the listing. Skip one-off coin rebates or bank promos only some buyers qualify for; they make the number noisy without making it truer.

Setting up the sheet

The workbook has three tabs.

Log — one row per seller, per hero SKU, per week. Type `You` in the Seller column for your own listing; the Summary tab looks for that exact word.

Summary — type your SKU codes down column A. For each one it shows your landed price, the cheapest rival *that's actually in stock*, which rival that is, and the gap.

Start here — the instructions, again.

Pick five rivals per hero SKU. Not the whole category — five listings a buyer would genuinely compare with yours. Twenty rows you never open is worse than five you read every week.

Log stock status every time. A rival who's out of stock isn't competition that week. The Summary tab ignores them on purpose. Half the panic pricing I see is sellers reacting to a listing nobody can buy.

The weekly routine — twenty minutes

1. **Same day, same time, every week.** Inconsistent sampling turns a trend line into noise. Monday morning works for most people.
2. Open each rival listing on your phone, the way a buyer would. Note price, shipping to your area, the visible voucher, stock.
3. Add the rows. Landed price and week-on-week change calculate themselves.
4. Anything that moved more than your threshold (5% to start — change it in cell C3) gets flagged **MOVED**.
5. Read the Summary tab. Then make one decision, or decide to hold.

The analysis prompt — once you have six weeks

Before six weeks, the data is too thin to see a pattern. After it, paste the Log tab into this:

```
Here is 6 weeks of landed-price data for my SKU and 5 competitors. Landed
price = listing price + shipping to the buyer – active shop voucher.
"You" is my listing. Stock status is included — ignore out-of-stock weeks
when judging a rival's position.

Tell me:
1. Who moved, when, and by how much.
2. Whether anyone is running a pattern — weekend drops, payday timing,
   campaign-week pricing.
3. Where I rank among the in-stock sellers now, versus 6 weeks ago.
4. The one pricing decision you'd make this week, and why.

If the data doesn't support a decision, say so. Don't invent a trend from
six data points.

DATA:
[paste the Log tab]
```

The last line matters most. Six weekly observations is not much data. Without the instruction, a model will find a "trend" in noise and hand you a confident recommendation built on nothing.

What to do with a gap — in this order

When a rival is cheaper at checkout, work down this list and stop at the first thing that fits:

1. **Hold.** If you're winning on reviews, delivery speed, or warranty, a small gap is fine. Buyers pay for less risk.
2. **Fix shipping first.** A shipping line is often the whole gap. Absorbing part of it into the price reads better than a lower price with a fee.
3. **Bundle.** Add something cheap to you and valuable to them. The price comparison stops being like-for-like.
4. **Add value on the listing.** Clearer warranty, faster dispatch, local stock — whatever makes you the lower-risk purchase.
5. **Only then, adjust price.** And by less than the gap. You don't need to be cheapest — you need to stop being the obviously expensive one.

The rule: never auto-match

Automatic price matching is how price wars start, and the seller with deeper pockets wins them. You get into a spiral that ends with both of you selling at cost. Watch prices to decide when to hold, bundle or add value — not to chase the bottom.

The one thing to remember

You're probably comparing the wrong number. Track the checkout price, ignore out-of-stock rivals, and decide weekly — not in a panic when sales drop.

Questions? Reply to this email — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.