**Abstract**

Pricing strategy is an important element of a product marketingcampaign, since pricing strategy directly impacts the amount of profit made in business. It seems to have a desire of empirical knowledge on pricing strategy of women entrepreneurs in Coimbatore city. Multistage sampling techniques have been employed in the selection of 300 women entrepreneurs engaged in service and manufacturing sector. Data were collected primarily using interview schedule. Data were analysed using percentage analysis, Kendall’s coefficient of concordance (W), Descriptive analysis and chi-square analysis. The result reveals that demand based pricing method is followed to fix the price of the product and review theprice of the product/ service at least once in a year. Demand plays a significant role in fixing the price and change of price for the product/service.