

# Main Commercial Drivers

1. Primary aim is to be able to set prices that fully recover efficiently incurred costs
  - Need to have a clear glide path to cost recovery
  - Basket constraints must allow cost recovery for key volume products (given inherent uncertainty over forecasts)
2. Ensure baskets provide the right incentives to Openreach
  - Incentives for Openreach to deliver the products that our customers demand
3. Ensure products provide appropriate level of pricing flexibility
  - Maintain relativity between major comparable products, such as Singleton migrations / re-terminations and Bulk Variants with “sensible” difference to the singleton products
  - Maintain same price for MPF and SMPF variants of the same product, e.g. products for rejected, amended, change Orders, cease charges and standard line test