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(ii) upon the initiation process of new products, according to the Product Pricing Process Management Measures, the product managers of the Company will (1) sort out the selling price of (a) at least two to three benchmark core key competing products offered by industry peers and (b) the Company's comparable products, (2) analyze the cost of the Company's products, (3) based on the market price of the relevant competing products, and the cost of the Company's new products, evaluate the pricing strategy, profit margin and other factors