

# underprice *(un-der-price)*

## Definition

v. to set a lower price than the value.

## Example Sentence

The store decided to **underprice** the toys to attract more customers.

## More Example Sentences

They will **underprice** the products to sell more.

## Synonyms

discount; undervalue; cheapen

## Antonyms

overprice; inflate; enhance

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