# THE ECONOMICS OF SELLING HARDWARE

2.5

REGARDLESS THE MODEL YOU CHOOSE, YOU MAY CHARGE AT LEAST 2.5 TIMES THE COST OF GOODS SOLD (COGS).

## PRICING MODELS

#### TOP-DOWN

IT'S ABOUT CHARGING WHAT THE MARKET IS WILLING TO PAY. BASE YOUR PRICE ON SIMILAR PRODUCTS AND COMPETITORS. IF YOU ARE THE ONLY PLAYER IN A MARKET, CHARGE FOR THE VALUE PROVIDED.

#### BOTTOM-UP

BASICALLY, JUST ADD A MARGIN TO YOUR COST OF PRODUCTION TO DETERMINE THE PRICE OF YOUR PRODUCT. FOR EXAMPLE, IF PRODUCING A UNIT COSTS \$1, AND YOUR EXPECTED MARGIN IS 2.50, THE FINAL PRICE SHOULD BE \$2.5 O.

#### COSTS OF MANUFACTUING HARDWARE

# OF GOODS SOLD (COGS)

BOM PARTS (+REEL OVERRUNS)
PCBS
ASSEMBLY
TESTING AND PROGRAMMING
PACKAGING
INVENTORY SHIPPING

CONSUMABLES
TAXES
DEFFECTIVE UNITS (+5% OF DEFFECTIVE UNITS PRODUCED)
LOST IN SHIPPING (+2% OF LOST UNITS)
WAGING

#### SHOULD YOU WORK WITH DISTRIBUTORS?

#### DECIDE BETWEEN EFFORT AND PROFIT

- THEY ALREADY HAVE A MARKET. YOU DON'T HAVE TO DEVELOP AN AUDIENCE.
- THEY HANDLE SHIPPING, ORDERS, RETURNS, COMPLAINS AND CUSTOMER SERVICE
- THEY BUY IN BULK WHICH SAVES YOU TIME AND MAKE YOUR WORK MUCH EASIER
- THEY WILL MAKE MORE PER UNIT THAT YOU DO.
- BASICALLY, IT COULD MAKE YOUR BUSINESS UNVABLE
- NOT SO BEATIFUL AND SATISFYING, NO CONTACT WITH CUSTOMERS

SOURCES

HTTPS://WWW.YOUTUBE.COM/WATCHPV=UWRIGHADEDQ HTTPS://WWW.EEVBLOG.COM/2014/05/28/THE-ECONOMICS-OF-SELLING-YOUR-HARDWARE-PROJECT/

# **Selling The Right Way**

# **A Gutmann**

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