

# 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 \$2.50.

## COSTS OF MANUFACTURING HARDWARE

### HOW TO DETERMINE THE COST OF GOODS SOLD (COGS)

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

CONSUMABLES  
TAXES  
DEFECTIVE UNITS (+5% OF DEFECTIVE 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 UNVIALE
- NOT SO BEATIFUL AND SATISFYING. NO CONTACT WITH CUSTOMERS

# Selling The Right Way

**A Gutmann**



## **Selling The Right Way:**

Uncover the mysteries within is enigmatic creation, Discover the Intrigue in **Selling The Right Way** . This downloadable ebook, shrouded in suspense, is available in a PDF format ( PDF Size: \*). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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## **Table of Contents Selling The Right Way**

1. Understanding the eBook Selling The Right Way
  - The Rise of Digital Reading Selling The Right Way
  - Advantages of eBooks Over Traditional Books
2. Identifying Selling The Right Way
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Selling The Right Way
  - User-Friendly Interface
4. Exploring eBook Recommendations from Selling The Right Way
  - Personalized Recommendations
  - Selling The Right Way User Reviews and Ratings
  - Selling The Right Way and Bestseller Lists
5. Accessing Selling The Right Way Free and Paid eBooks
  - Selling The Right Way Public Domain eBooks
  - Selling The Right Way eBook Subscription Services
  - Selling The Right Way Budget-Friendly Options
6. Navigating Selling The Right Way eBook Formats

- ePub, PDF, MOBI, and More
- Selling The Right Way Compatibility with Devices
- Selling The Right Way Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Selling The Right Way
  - Highlighting and Note-Taking Selling The Right Way
  - Interactive Elements Selling The Right Way
- 8. Staying Engaged with Selling The Right Way
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Selling The Right Way
- 9. Balancing eBooks and Physical Books Selling The Right Way
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Selling The Right Way
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Selling The Right Way
  - Setting Reading Goals Selling The Right Way
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Selling The Right Way
  - Fact-Checking eBook Content of Selling The Right Way
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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