From: Brad Silverberg
To: Jody Snodgrass
Subject: FW: C7/SDK
Date: Wednesday, May 27, 1992 5:52PM

what do you think?

From: Mike Moran
To: Brad Silverberg
Cc: Jody Snodgrass; Mike Moran; Tony Audino
Subject: C7/SDK
Date: Wednesday, May 27, 1992 5:27PM

Brad,
    For the C7/SDK I propose a $57/unit for std product and $16/unit for the update SKU, this rate would be equitable to both BU's. I based the C7 SRP off of C6 since C7 will not ship naked w/o the Win/SDK.

The planned COGS for the bundle @ $105.42 seem high, did they change the amount of DOC's substantially ??

The $150 C/SDK Doc set I view as all windows, so I'm not sure how to you want to proceed. Do you want all or just a % to the Win.3x PU to off set the high PSS costs of the SDK ?????

USSMD C7/SDK Bundle (Gross Margin method)   SDK%

	C7/SDK of Combined		C6		Win/SDK	
Combined							
USSRP 844.00	499.00		495.00		349.00		
Budgeted Discount 0.48	0.48		0.48		0.48		
Gross Revenue 438.88	259.48		257.40		181.48		
Blended COGS/Unit 77.58 18% 63%	105.42	41%	28.85	11%	48.73	27%	
Gross Margin 361.30 82% 37%	154.07	59%	228.55	89%	132.75	73%	
GM Percentage of Combined products bundle 100%				63%		37%	

Gross Margin	154.07
IBU Royalty @ 37%	56.61
Say	$57/unit

Update SKU

Win/SDK	
USSRP	139.00
Budgeted Discount	0.16
Gross Revenue	116.76
Blended COGS/Unit	73.26
Gross Margin	43.51
IBU Royalty @ 37%	15.98
Say	$16/unit