

Quarterly LCD Monitor Cost and Price Forecast Model

Understand pricing trends and improve profitability.

Use this interactive cost model to identify which products have the highest and lowest margins, identify cost and price trends and project future pricing for up to four years. This valuable tool features an accurate pre-loaded bill of materials for 30+ size/resolution combinations developed

from firsthand interviews with buyers and sellers across the supply chain. Use this report to:

- Set brand and channel margin targets to determine future street prices
- Find cost and price gaps that your company can fill
- Adjust product roadmaps to take advantage of LCD monitors and sizes that generate the highest margins

Analysts



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Korea
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Industry experience from engineering to marketing adds insight in market analysis.



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A specialist in analyzing value chains for TVs and LCD monitors.

Detailed Information

Data Covered

- Cost information for CCFL LCD monitors and LED LCD Monitors by size and resolution for rolling historical 6 and forecasted 24+ quarters
 - Industry average price points for all major BOM goods and non-material related goods such as freight, duty, margin, etc.
 - Additional MFM TV costs, including NTSC and ATSC tuners, image and audio processing, and other electrical costs
 - Additional factory costs, including warehousing and warranty costs
 - Ex-Hub costs, including costs for freight to the US, duty, LOP, insurance and additional handling
 - Average brand and channel margins
 - Average Selling Price (ASP)

Key Questions Answered

- How can I restructure my pricing model?
- Are there opportunities in any sizes or resolutions?
- Should I re-examine my product roadmap?
- Are my price points for each BOM cost component competitive with industry averages?

Subscription Package

Frequency: *Quarterly*

Format:  

Quarterly Delivery Schedule

Week 10: Updated Excel model (panel and BOM costs updated)

Week 11: PowerPoint analysis of recent trends

Outline

- Methodology
- Cost History and Forecast
 - NTSC and ATSC Tuner Cost History and Forecast
 - Audio, Image Processing and Other Electrical Cost History and Forecast
 - Total BOM MFM-TV Cost History and Forecast
- Additional Factory Costs
- Ex-Hub Costs
- Brand and Channel Margins
- Average Selling Price (ASP) History and Forecast

Contact

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