

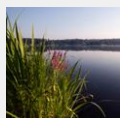


Statistics Sweden

Statistiska centralbyrån

# SPPI for Specialized design activities in Sweden

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# Definition of the survey

- Industrial design
- Interior design/decoration
- Graphic design
- Package design
- Fashion design



# Unit of measure to be priced

- Project based assignments
- Fixed price per completed project
- Customer unique projects with varying sizes
- Hours worked and a fixed hourly charge out rate determine the price of a project
- Royalties/licenses are sometimes used



# Market conditions

- Small enterprises, often less than 10 employees
- Larger enterprises are usually design agencies
- Enterprises work closely with the manufacturing industry
- Technological development



# Pricing methods

- Hourly charge out rates
- Technological development can cause bias
- Subjective quality adjustment
- Direct use of prices for repeated transactions
- Price per copy in some cases
- Royalties might affect the price





# National Accounts concepts

- SPPI under development, NA request
- Labor cost index used instead
- Development started in late 2013
- Partly funded by Eurostat Grants
- Not implemented yet
- Publish in 2015



# Summary

- Under development
- Small enterprises
- Project based assignments
- Hourly charge out rates most preferred pricing method







# Questions?

- Thank you for your attention!
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