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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