Subject: pricing model / consumer price
Posted by kontor_apart on Fri, 24 Sep 2010 09:21:28 GMT
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Due to the nature of our models, there is a great amount of variation in volume.
We have real difficulties to define a max. volume which would
 allow us to maintain a reasonable consumer price
  leave us with the flexibilty to deliver on every customer order

The story behind it:

We had received a co-creator order with a motif which was difficult to press into the previously defined max. volume. At the time we received the notification, there was no way for us to retroactively adjust the max volume for this specific order, no way for us to say:
Ok we'll process this model anyway with a larger volume and togive in on the markup...

We were completely stuck, forced to tweak the material thickness and guess what, Shapeways cancelled the order with all the negative consequences for the customer, the possible bad press for Shapeways and us, etc. etc.

Bottom line:
The current pricing model

consumer price =
  (fixed max. volume * price per volume unit) + fixed markup

is really not suitable for us. We would strongly prefer something like

consumer price =
  (actual volume * price per volume unit) + variable markup

equivalent to
variable markup =
  consumer price - (actual volume * price per volume unit)

In essence, we are absolutely prepared to give in on the markup for certain orders, not only to avoid the hassle of cancelled orders, the impact on the customer and the negative impressions that it leaves on them.

Subject: Re: pricing model / consumer price
Posted by jeff on Wed, 13 Oct 2010 15:48:38 GMT
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yea, I would prefer that pricing method to the current as well. We had a pretty good discussion on this issue a while back here: http://www.shapeways.com/forum/index.php?t=msg&goto=13025&&srch=max+volume#msg_13025
where there were lots of ideas and suggestions, so I'm sure this is something shapeways has on there to do list. For the co-creator platform to move fwd and be successful it has to be resolved.