In the viewpoint of price, comparing to the competitor product PlayStation4, there is a same point between both of products. Please see the table indicating how much it costs to produce each product. Firstly, to make Xbox, total material cost is 457 dollars, and manufacturing cost is 14 dollars. So, the total of these costs is 471 dollars, and selling price is 499 dollars. Therefore, the profit margin is 28 dollars as the gap between total material cost and manufacturing cost. Next, to make PlayStation4, the profit margin is 18 dollars as the gap between total cost and selling price. As you can find, both of the profit margin is a little. So, the number indicates that they want to make the price of both products as cheap as possible to deliver to the customer smoothly. So, it seems that the companies of both products get profit from not the main body device but video game software. But, comparing to PlayStation4, Xbox is more expensive than PlayStaiton4 by 100 dollars because the material cost of Xbox contains some special part such as Kinect, which is especially expensive part of Xbox, they are more expensive than the part of Playstation4 by 75dollars. So, it seems to be unfavorable in the market. So, what is the differential advantage of Xbox to compete with PlayStation4 in the market? We found it important that some sophisticated parts such as Kinect plays an important role to sell Xbox more.