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 bill of material cost is 457 dollars, and manufacturing cost is 14 dollars. So, the total of these costs is 471 dollars, and retail pricing is 499 dollars. Therefore, the profit margin is 28dollars as the gap between total bill of material cost and manufacturing cost. Next, to make PlayStation4, the profit margin is 18 dollars as the gap between total bill of material cost and manufacturing cost. Both of the profit margin is a little. So,