

		US	UK	France	Germany	Italy
Microsoft	PC Word	511	764	863	967	835
	Excel	563	764	959	967	874
Software Publishing	Write Plus	282	482	528	514	526
Ashton-Tate	dBase IV	903	1 151	1 624	1 621	N. d.
	Applause II	563	760	756	940	694
Borland	QuattroPro	449	578	957	843	833
Lotus	1-2-3 v. 2	449	764	957	839	781
Autodesk	Autocad	2 843	4 835	6 734	7 138	7 037

3.371 *Translation and Local Adaptation*

3.372 *Cost of Sales*

3.373 *Currency Hedge*

3.374 *Extra Profit*

3.373 European currencies fluctuate on average +/- ten per cent against the US\$; the hedge is translated into an equally higher price. Inter-European currency fluctuations are limited to 2.25 per cent, on average, except for the UK and Spain, where the limit is six per cent, as agreed to by the EC exchange rate cooperation: EMS.

3.371 Depending on the popularity of the product, 15 to 20 per cent of the price difference between the US and Europe is made up of translation costs and other local adaptations.

3.372 The cost of sales (including employee costs) are 20 to 25 per cent higher in Europe than in North America.

3.374 Up to 30-per-cent profit compared with US margins is possible mainly because of the lack of market transparency and relatively low penetration throughout Europe.