

	Data for Demand Curves, Total Revenue curves and							
	PLAN 1	PLAN 2	PLAN 3	PLAN 4	PLAN 5	PLAN 6	PLAN 7	PLAN 8
Price	\$172	\$162	\$152	\$142	\$132	\$122	\$112	\$102
Quantity	0	1	2	3	4	5	6	7
TR	\$0	\$162	\$304	\$426	\$528	\$610	\$672	\$714
TVC (Cogs)	\$0	\$79	\$136	\$177	\$203	\$219	\$227	\$231
Gross Profit	\$0	\$83	\$168	\$249	\$325	\$391	\$445	\$483
Mktg cost	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
other FC	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
TFC	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
NP	(\$100)	(\$17)	\$68	\$149	\$225	\$291	\$345	\$383

TC	\$100	\$179	\$236	\$277	\$303	\$319	\$327	\$331
	MP-1	MP-2	MP-3	MP-4	MP-5	MP-6	MP-7	MP-8
Price	\$172	\$162	\$152	\$142	\$132	\$122	\$112	\$102
Quantity	0	1	2	3	4	5	6	7
AFC		\$100	\$50	\$33	\$25	\$20	\$17	\$14
AVC		\$79	\$68	\$59	\$51	\$44	\$38	\$33
ATC		\$179	\$118	\$92	\$76	\$64	\$54	\$47
MC		\$79	\$58	\$40	\$26	\$16	\$8	\$4
MR		\$162	\$142	\$122	\$102	\$82	\$62	\$42
AR		\$162	\$152	\$142	\$132	\$122	\$112	\$102

	Summary Pro Forma Income Statements for S							
Tot Rev	0	162	304	426	528	610	672	714
TVC (Cogs)	0	79	136	177	203	219	227	231
Gross Profit	0	83	168	249	325	391	445	483
Mktg Cost	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
Other Fixed C	75	75	75	75	75	75	75	75
Net Profit	-100	-17	68	149	225	291	345	383

d Total Cost Curves in Column (Accounting) Format

PLAN 9	PLAN 10	PLAN-11	PLAN 12	PLAN 13	PLAN 14	PLAN 15	PLAN 16
\$92	\$82	\$72	\$62	\$52	\$42	\$32	\$22
8	9	10	11	12	13	14	15
\$736	\$738	\$720	\$682	\$624	\$546	\$448	\$330
\$234	\$239	\$250	\$270	\$303	\$350	\$417	\$506
\$502	\$499	\$470	\$412	\$321	\$196	\$31	(\$176)
\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
\$402	\$399	\$370	\$312	\$221	\$96	(\$69)	(\$276)

\$334	\$339	\$350	\$370	\$402	\$450	\$517	\$606
MP-9	MP-10	MP-11	MP-12	MP-13	MP-14	MP-15	MP-16
\$92	\$82	\$72	\$62	\$52	\$42	\$32	\$22
8	9	10	11	12	13	14	15
\$13	\$11	\$10	\$9	\$8	\$8	\$7	\$7
\$29	\$27	\$25	\$25	\$25	\$27	\$30	\$34
\$42	\$38	\$35	\$34	\$34	\$35	\$37	\$40
\$3	\$5	\$11	\$20	\$32	\$48	\$67	\$89
\$22	\$2	(\$18)	(\$38)	(\$58)	(\$78)	(\$98)	(\$118)
\$92	\$82	\$72	\$62	\$52	\$42	\$32	\$22

sixteen Proposed Marketing Plans

736	738	720	682	624	546	448	330
234	239	250	270	303	350	417	506
502	499	470	412	321	196	31	-176
\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
75	75	75	75	75	75	75	75
402	399	370	312	221	96	-69	-276