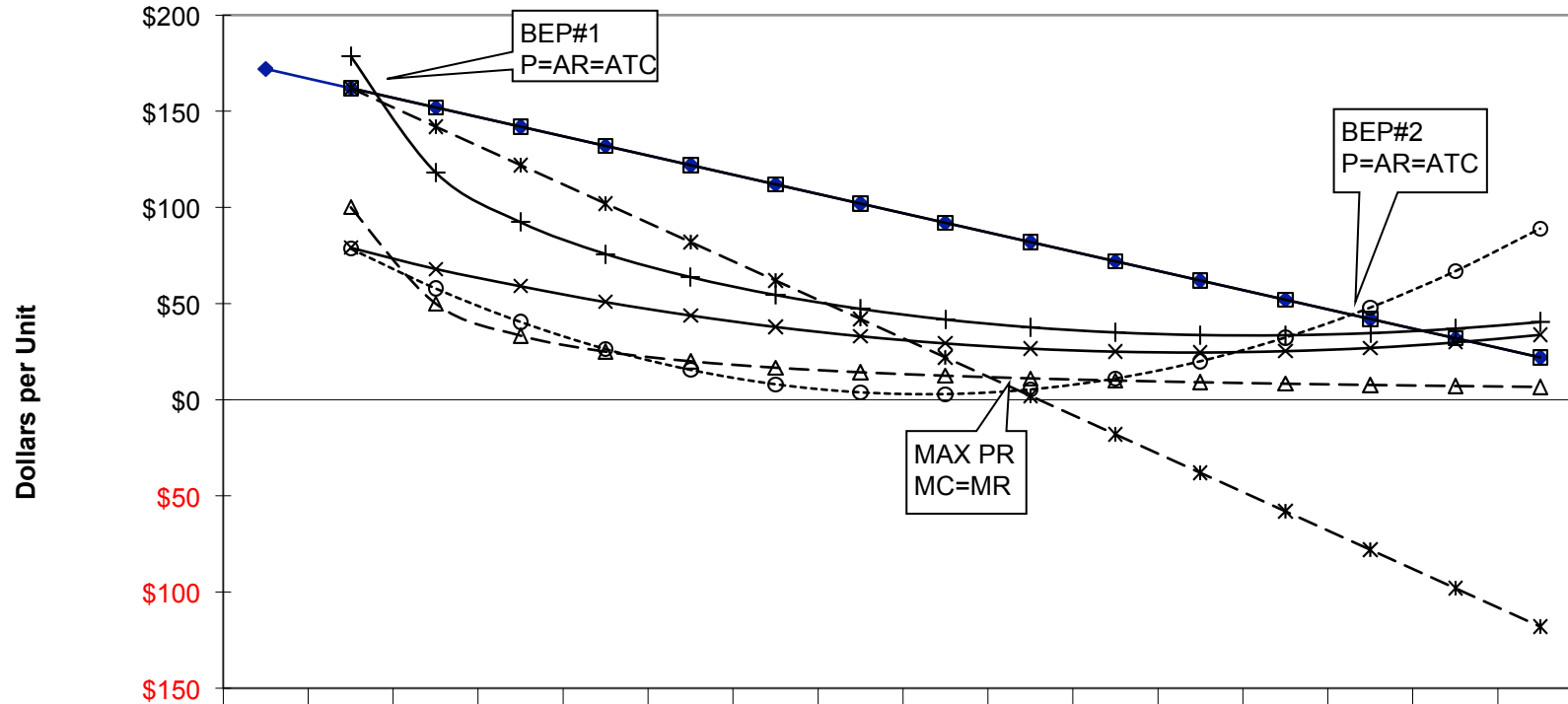


Figure 1: Per-Unit CVP Analysis Base Plans 1-16



	MP1	MP2	MP3	MP4	MP5	MP6	MP7	MP8	MP9	MP10	MP11	MP12	MP13	MP14	MP15	MP16
Price	\$172	\$162	\$152	\$142	\$132	\$122	\$112	\$102	\$92	\$82	\$72	\$62	\$52	\$42	\$32	\$22
Quantity	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
AFC		\$100	\$50	\$33	\$25	\$20	\$17	\$14	\$13	\$11	\$10	\$9	\$8	\$8	\$7	\$7
AVC		\$79	\$68	\$59	\$51	\$44	\$38	\$33	\$29	\$27	\$25	\$25	\$25	\$27	\$30	\$34
MC		\$79	\$58	\$40	\$26	\$16	\$8	\$4	\$3	\$5	\$11	\$20	\$32	\$48	\$67	\$89
MR		\$162	\$142	\$122	\$102	\$82	\$62	\$42	\$22	\$2	(\$18)	(\$38)	(\$58)	(\$78)	(\$98)	(\$118)
ATC		\$179	\$118	\$92	\$76	\$64	\$54	\$47	\$42	\$38	\$35	\$34	\$34	\$35	\$37	\$40
AR		\$162	\$152	\$142	\$132	\$122	\$112	\$102	\$92	\$82	\$72	\$62	\$52	\$42	\$32	\$22

Pro Forma Per-Unit Results for Marketing Plans 1-16

