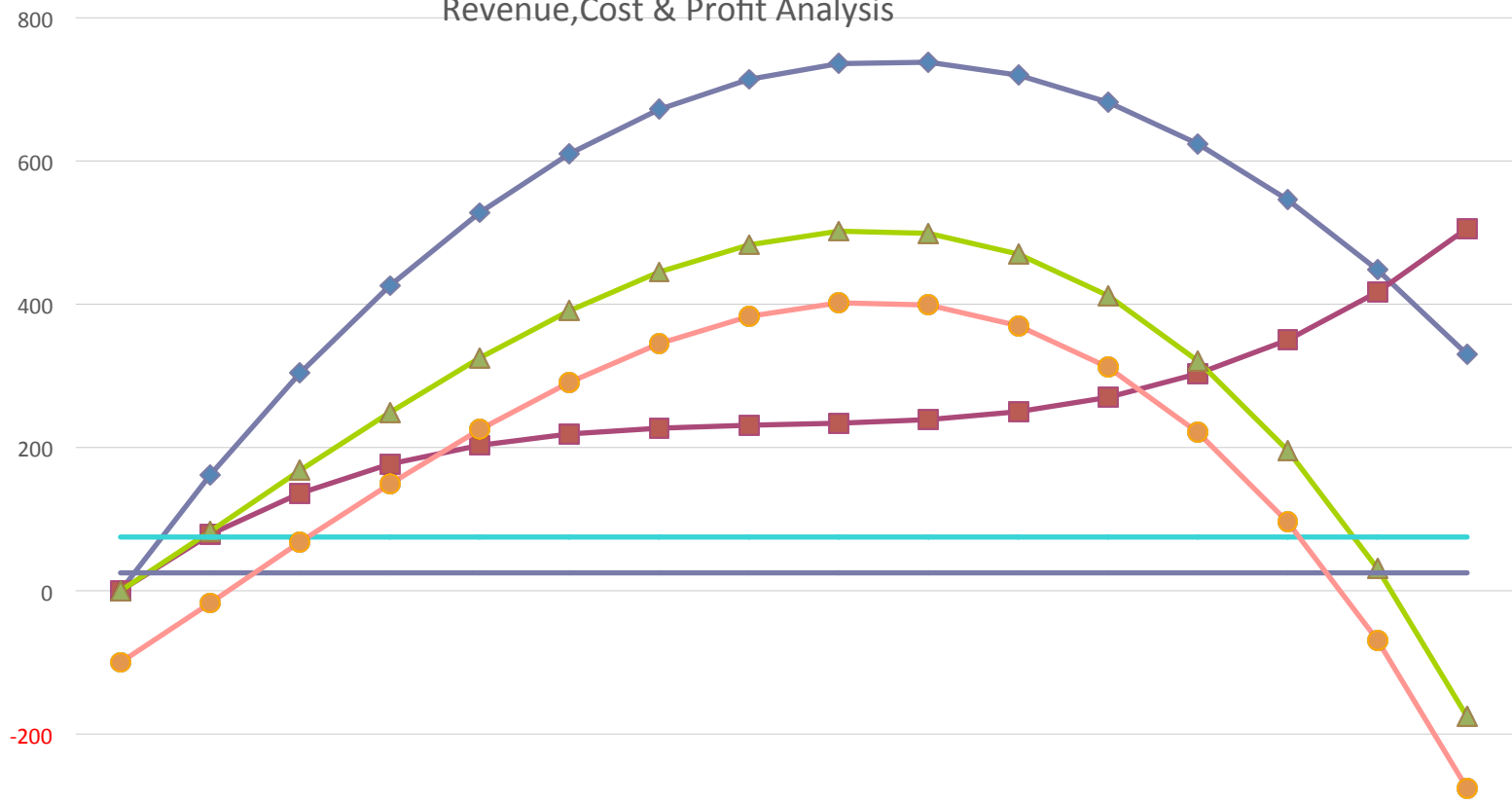


Revenue, Cost & Profit Analysis



-400

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
◆ Tot Rev	0	162	304	426	528	610	672	714	736	738	720	682	624	546	448	330
■ TVC (Cogs)	0	79	136	177	203	219	227	231	234	239	250	270	303	350	417	506
▲ Gross Profit	0	83	168	249	325	391	445	483	502	499	470	412	321	196	31	-176
— Mktg Cost	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
— Other Fixed Cost	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
● Net Profit	-100	-17	68	149	225	291	345	383	402	399	370	312	221	96	-69	-276