Bonus Case Questions \_CTC

Due on Nov 20; an Excel file is available

Q1. What makes for container “loadability” and how should CTC include loadability” factor into its pricing decisions?

Q2. How might demand curves be derived from Thomas’ price/volume estimates?

Q3. What is revenue gain between a fixed price strategy and a variable price strategy?

Q4. What might be the next step for CTC if it decides to do further work on implementing Revenue Management?