

COMPUTING PRICES IN A GENERALIZATION THE PRODUCT-MIX AUCTION

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1 Introduction.

The “Product-Mix Auction” is a single-round auction that can be used whenever an auctioneer wants to sell or buy multiple differentiated goods. It allows all participants to express their preferences between varieties, as well as for alternative quantities of specific varieties.

2 Purpose.

The relevance of this research is to help organizations to acquire products they might need or to sell those they might deem disposable. The findings of this research might will enable these organizations to price various products appropriately depending on the reigning market conditions. The target market for this reserach is organizations that at some point in time might need to dispose off company property through product-mix auction.

3 Project Description.

3.1 Problem and Significance

3.2 Approach/Methodology

3.3 Impact and Outcomes

4 Project Team.

5 References.