Simultaneously, based on the historical data, when Turbo increases 1 dollar, blue increases its demand by 2.33M; when Store increases 1-dollar, blue increases demand by 4.08M; we estimated that the effect of fresh increasing one dollar would increase blue’s demand by (2.33M + 4.08M)/2 = 3.2M. Because we anticipated that competitors would lower their prices by $1, their lost demand will shift to our side, giving us the demand of 54.31M (63.92M - 4.08M - 2.33M - 3.2M). With the remaining 11.9M inventory from last year, we decided to produce 54.31M - 11.9M = 42.41M, rounded up to 43M units.