

## Screamin' Blue Jays Tour

### Number of Concerts:

Concerts per week:	5
Weeks on tour:	30
Total concerts:	150 =B4*B5

### Expected Concert Attendance

Maximum capacity:	800
Attendance(%):	80%
Number of tickets sold:	640 =B9*B10

### Costs

Fixed start-up cost:	\$ 5,500,000
Venue rental cost:	1000 per show
Total cost:	\$ 5,650,000 =B15+B6*B16

### Revenue

Ticket price:	\$ 50 per person
Concession sales:	\$ 1.50 per person
Total revenue:	\$ 4,944,000 =B11*B6*(B20+B21)

<b>Profit</b>	\$ (706,000) =B22-B17
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### Weeks on Tour & Tickets Price vs Profit

\$	(706,000)	\$	40	\$	45	\$	50	\$	55
	30	-1666000	-1186000	-706000	-226000				
	35	-1027000	-467000	93000	653000				
	40	-388000	252000	892000	1532000				
	45	251000	971000	1691000	2411000				
	50	890000	1690000	2490000	3290000				
	55	1529000	2409000	3289000	4169000				
	60	2168000	3128000	4088000	5048000				

### Attendance(%) vs Profit

	\$ (706,000)
40%	\$ (3,178,000)
50%	\$ (2,560,000)
60%	\$ (1,942,000)
70%	\$ (1,324,000)
80%	\$ (706,000)
90%	\$ (88,000)
100%	\$ 530,000

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\$	60	\$	65
	254000		734000
	1213000		1773000
	2172000		2812000
	3131000		3851000
	4090000		4890000
	5049000		5929000
	6008000		6968000