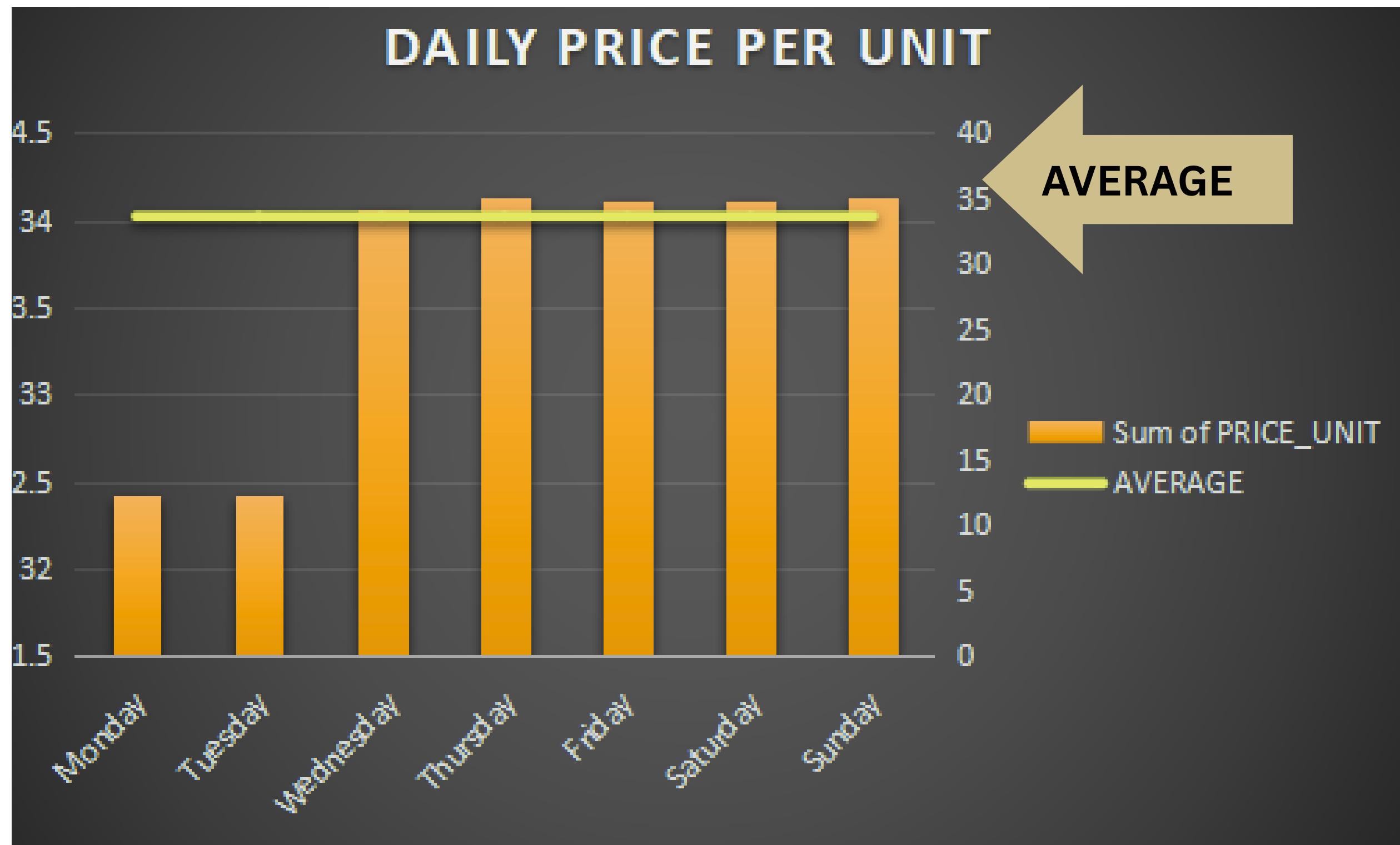


# BRIGHTLIGHT SALES CASE STUDY

By : Thenjiwe Sithole



# DAILY SALE PRICE

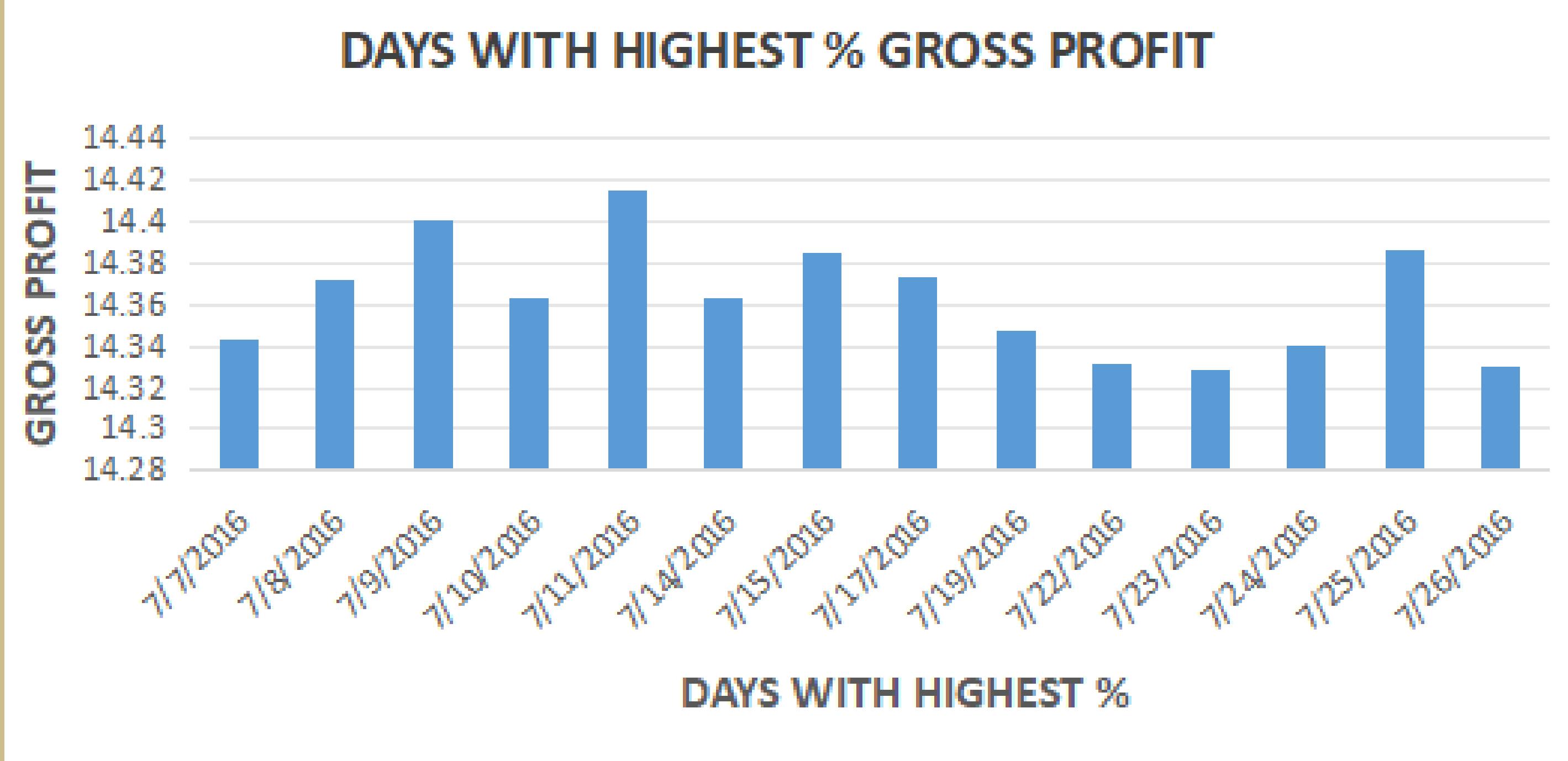


AVERAGE TOTAL SALES

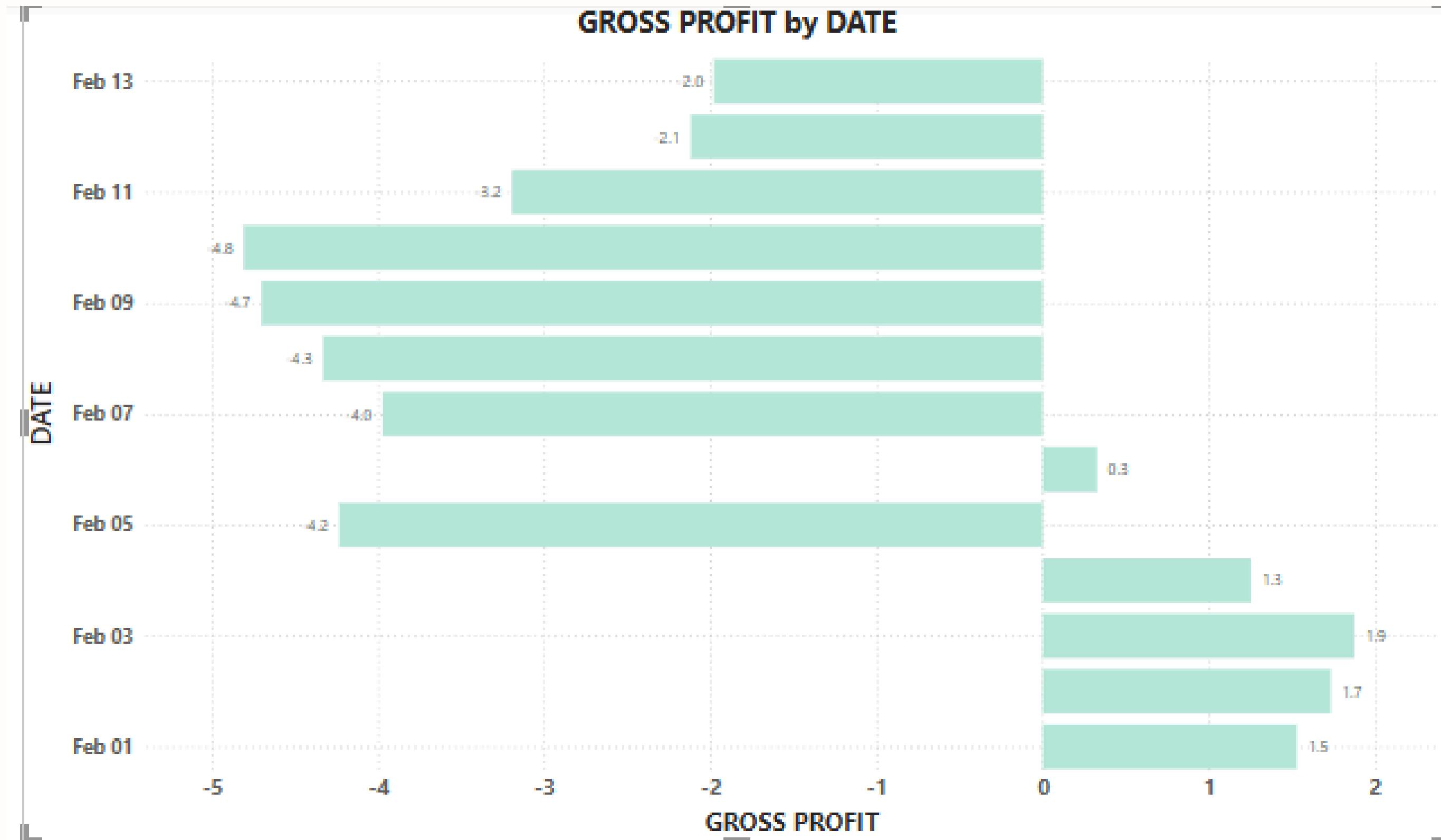
35.40

# DAY % GROSS PROFIT

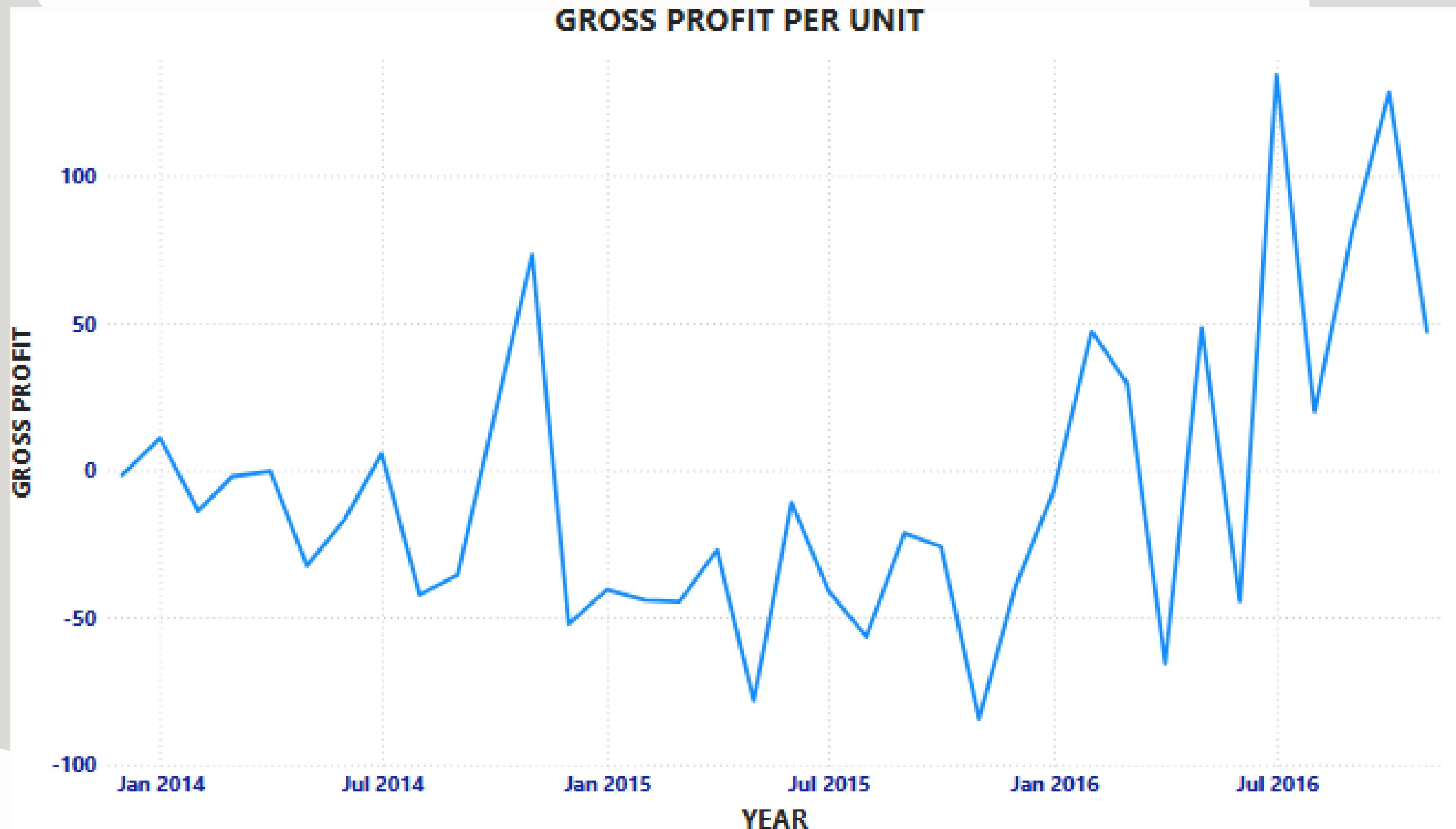
## DAY WITH HIGHEST % GROSS PROFIT



# GROSS PROFIT BY DATE

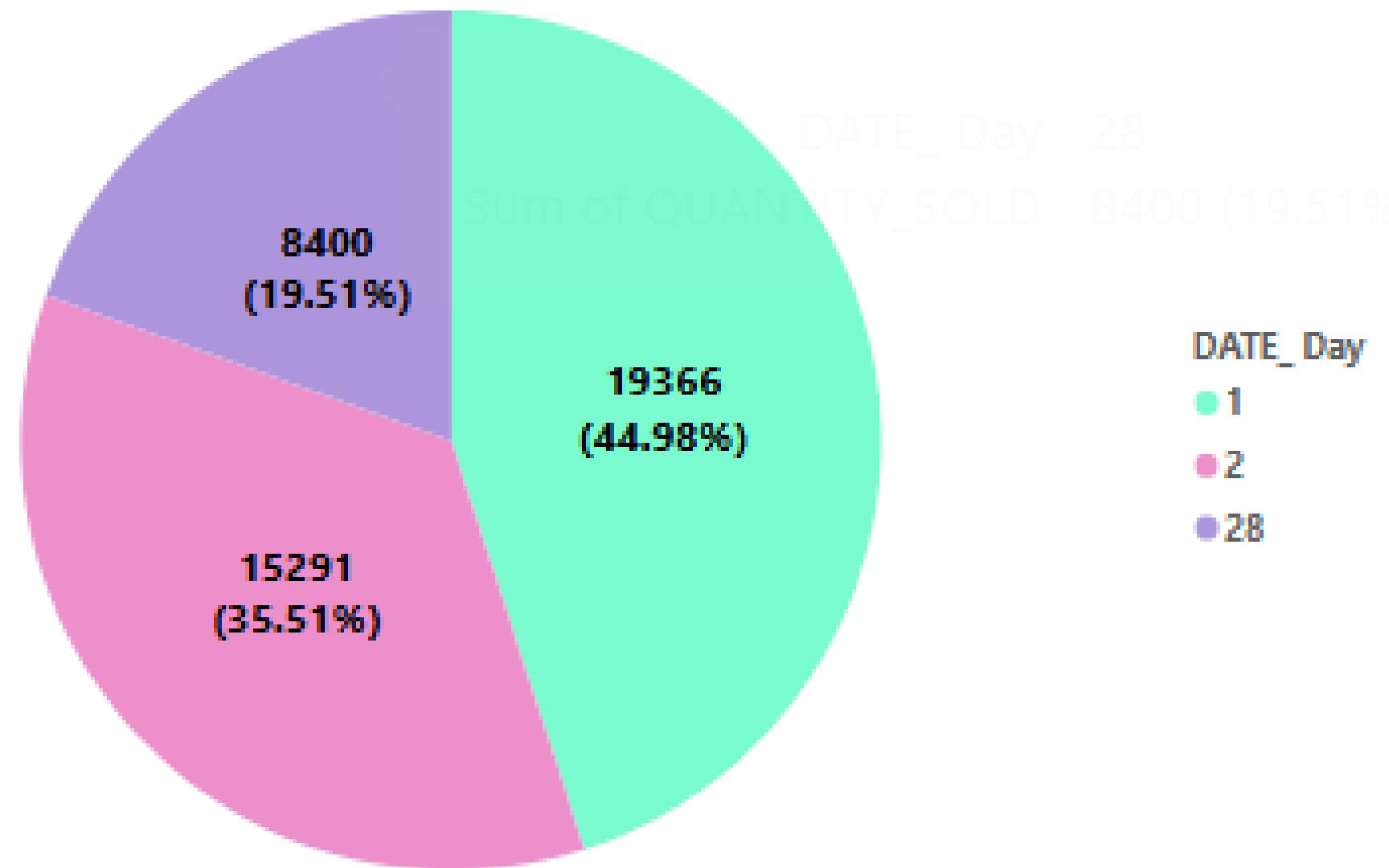


# GROSS PROFIT PER UNIT



# PROMO PERIODS

## PERIODS WITH SPECIALS

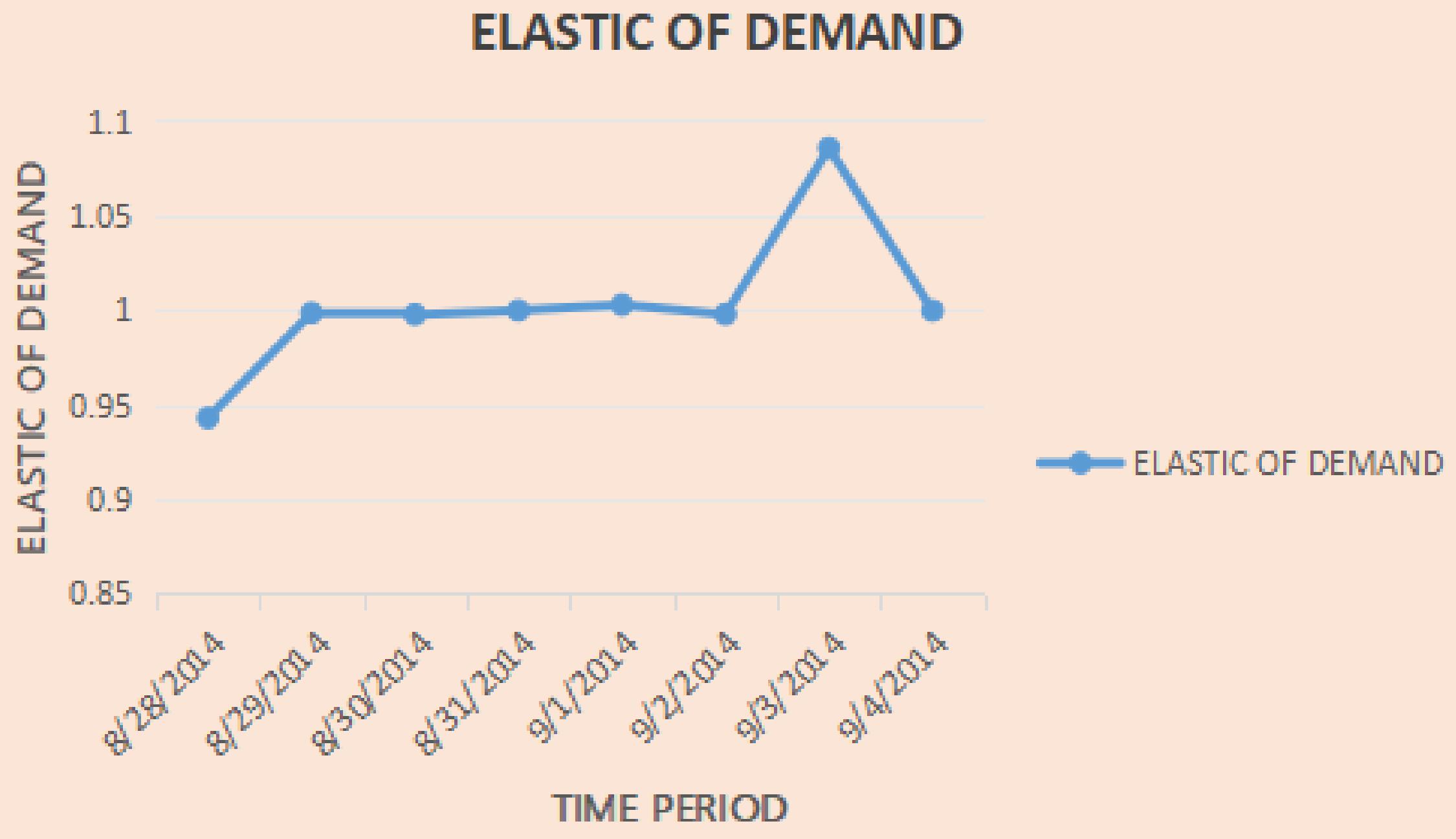


## PERIOD WITH PROMOS /SPECIALS

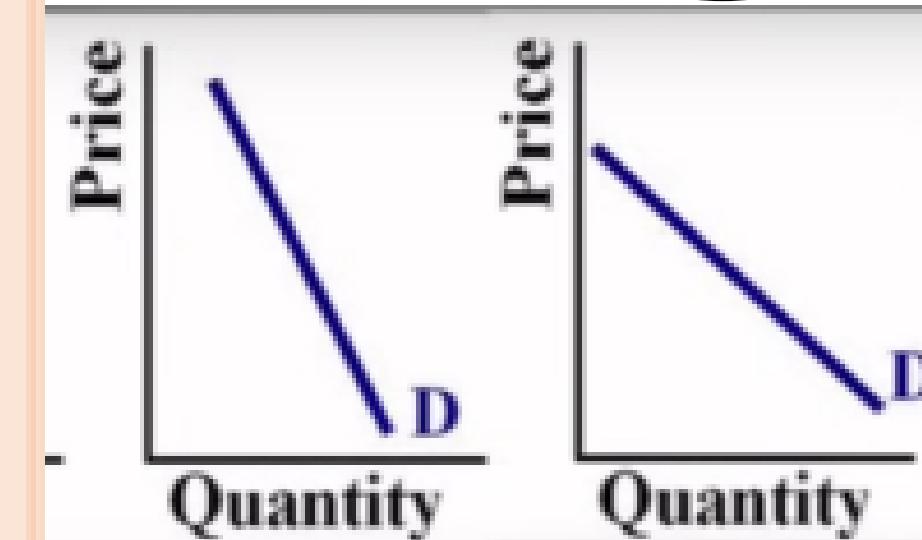
8/28/2014    9/2/2014



# ELASTIC OF DEMAND



Price Elasticity of Demand is **UNIT ELASTIC**



# OBSERVATIONS

Most days exhibit  
inelastic demand

Buyers are  
NOT sensitive to price

BUT ON 28Aug, 1st -3rd Sept  
demand becomes ELASTIC

Suggesting a potential shift in  
**CONSUMER SENSITIVITY**  
or a price threshold being  
reached