



Customer

BUY CHEAP

BUY EXPENSIVE

Mattress Store

DISCOUNT

NO DISCOUNT

Mattress store sells their surplus

Customer purchases a mattress for cheap

Mattress store doesn't sell their surplus

Customer has to spend more money on a mattress

Mattress store doesn't sell their surplus

Customer has to spend more money on a mattress

Mattress store doesn't sell their surplus

Customer has to spend more money on a mattress