

A) Sales Budget

	Comfort	Wrap
Budg. Sales	4200	2800
Exp. Price (Selling)	€40	€55
	168000	154000 154,000

B) Production Budget

	Comfort	Wrap
Budg. Sales	4200u	2800u
Min Closing Stock	610	570
	4810	3170
Less Opening Stock	840	450
	3970u	2720u

How many units needed

C) Material Usage Budget

	Mat. A	Mat. B
Comfort (3970)	(x4) 15,880	(x5) 19,850
Wrap (2720)	(x3) 8,160	(x4) 10,880
	24,040	30,730

D) Mat. Purchases Budget

	Mat. A	Mat. B
Predicted Usage	24,040g	30,730g
+ Expected C.S.	190	520
Less - O.S.	24,230	31,050
	130	270

Individual Demand

The quantity of a good that an individual consumer demands at different prices.

Market Demand

The total quantity of a good that all consumers demand at different prices.

Law of demand

An increase in price leads to a decrease in demand.

Demand curve

Graph showing the demand for a good at any given price at any given time.

An Economic Good

Characteristics

• ~~Alma~~

- 1) Commands a price
- 2) Derives utility
- 3) Ownership is transferable.

David McWilliams

Negative equity - Bought house, value of house decreases.

Credit Unions have €14 bn on deposit, not allowed to give mortgages

ECB - European } The bank for banks
CBI - Ireland }

