

## **Handbag Production<sup>1</sup>**

A Louis Vuitton factory produces handbags and purses. Each handbag uses 4kgs of leather, and each purse uses 3kgs of leather. A handbag contributes \$400 to profit, and a purse contributes \$250. Marketing restrictions require that the number of purses produced be at least twice the number of handbags produced. There are 2000kg of leather available. Setup a model to maximize the company's profit.

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<sup>1</sup> This exercise problem and related solutions were originally developed by Ramesh Alla based on Practical Management Science 5<sup>th</sup> Edition. This current revision was revised by Nowed Patwary.