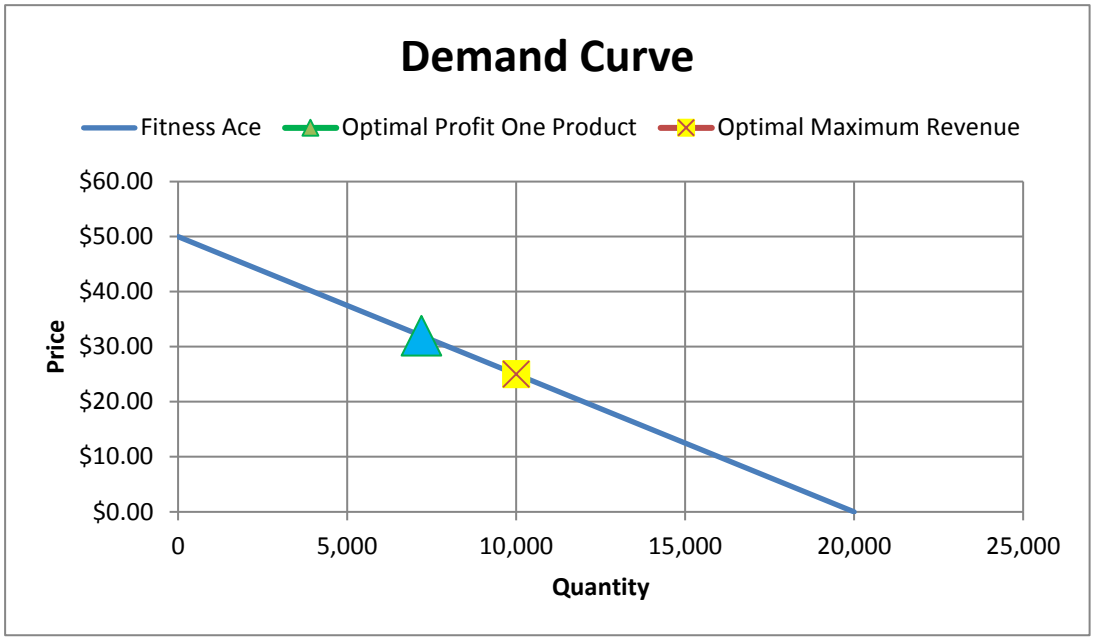
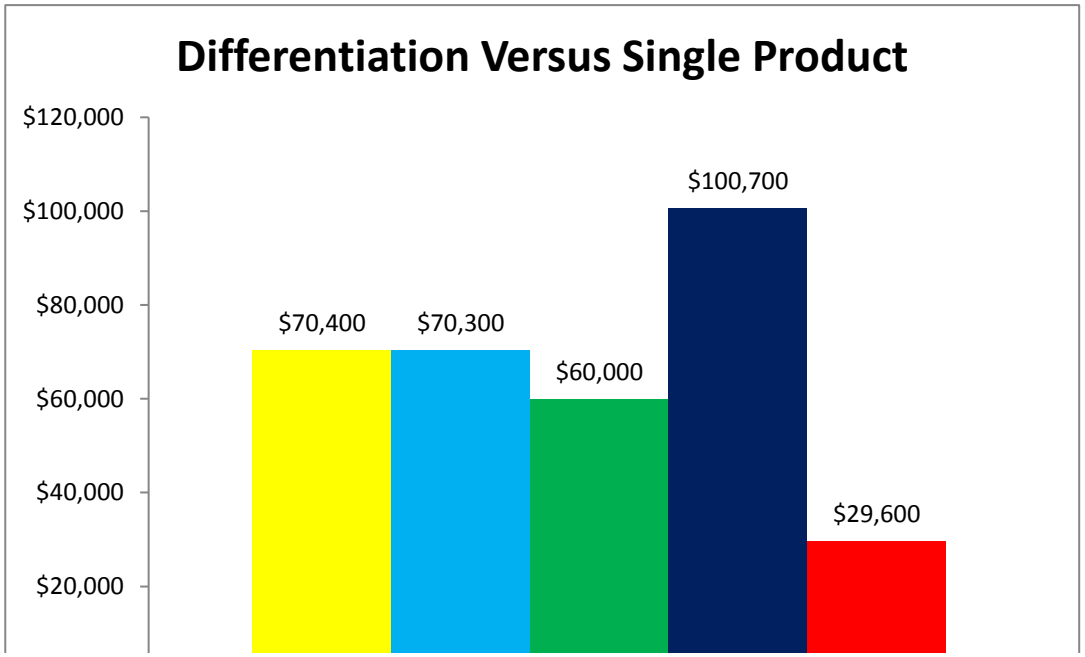
Differentation Dasboard Version 5.0 MAC and PC Compatible

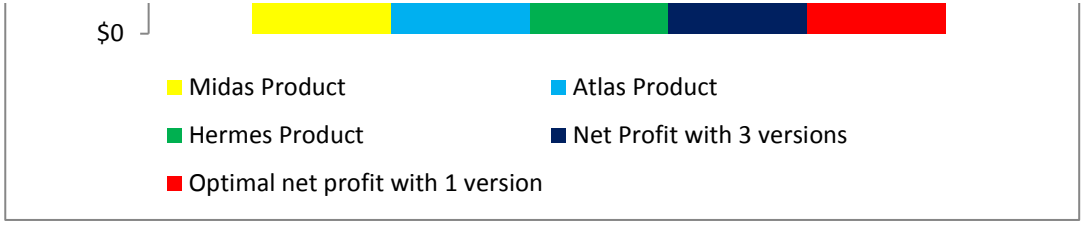
Only Change Values in Orange

Enter Product Name Here:	Fitness Ace
Demand Slope:	-0.0025
Price where demand is zero	$50.00
Midas Product	
Price	$42.00
Quantity sold	3,200
Variable costs	$20.00
Profit (beore subtracting fixed costs)	$70,400
Atlas Product	
Price	$32.50
Quantity sold	3,800
Variable costs	$14.00
Profit (beore subtracting fixed costs)	$70,300
Hermes Product	
Price	$20.00
Quantity sold	5,000
Variable costs	$8.00
Profit (beore subtracting fixed costs)	$60,000
Total Treated	12,000
Differentiation Strategy	
Fixed Costs:	$100,000
Net Profit with 3 versions	$100,700
Optimal Solution with only Atlas Product	
Optimal Price	$32.00
Optimal Quantity	7,200





Total Revenue	$230,400
Total Variable Costs	$100,800
Fixed Costs	$100,000
Optimal net profit with 1 version	$29,600



These are background calculations and inputs

Optimal Results with one product				
Optimal Maximum Profit	$29,600	**Number of Points:**	**20**	**Maximum Revenue Calculations**
Price	$32.00	**Increment**	**1000**	**Quantity Intercept**
Quantity	7,200	**Minimum quantity demanded**	***0***	**Optimal Quantity**
				Optimal Price

Optimal Maximum Revenue	$250,000
Price	$25.00
Quantity	10,000

Maximum Profit Calculations (1 Pr
Quantity Intercept
Marginal Cost
Optimal quantity
Optimal Price

1	0	$50.00	$0
2	1,000	$47.50	$47,500
3	2,000	$45.00	$90,000
4	3,000	$42.50	$127,500
5	4,000	$40.00	$160,000
6	5,000	$37.50	$187,500
7	6,000	$35.00	$210,000
8	7,000	$32.50	$227,500
9	8,000	$30.00	$240,000
10	9,000	$27.50	$247,500
11	10,000	$25.00	$250,000
12	11,000	$22.50	$247,500
13	12,000	$20.00	$240,000
14	13,000	$17.50	$227,500
15	14,000	$15.00	$210,000
16	15,000	$12.50	$187,500
17	16,000	$10.00	$160,000
18	17,000	$7.50	$127,500
19	18,000	$5.00	$90,000
20	19,000	$2.50	$47,500
21	20,000	$0.00	$0

20000
10000
$25.00

·oduct)

	20000
	$14.00
	7200
	32