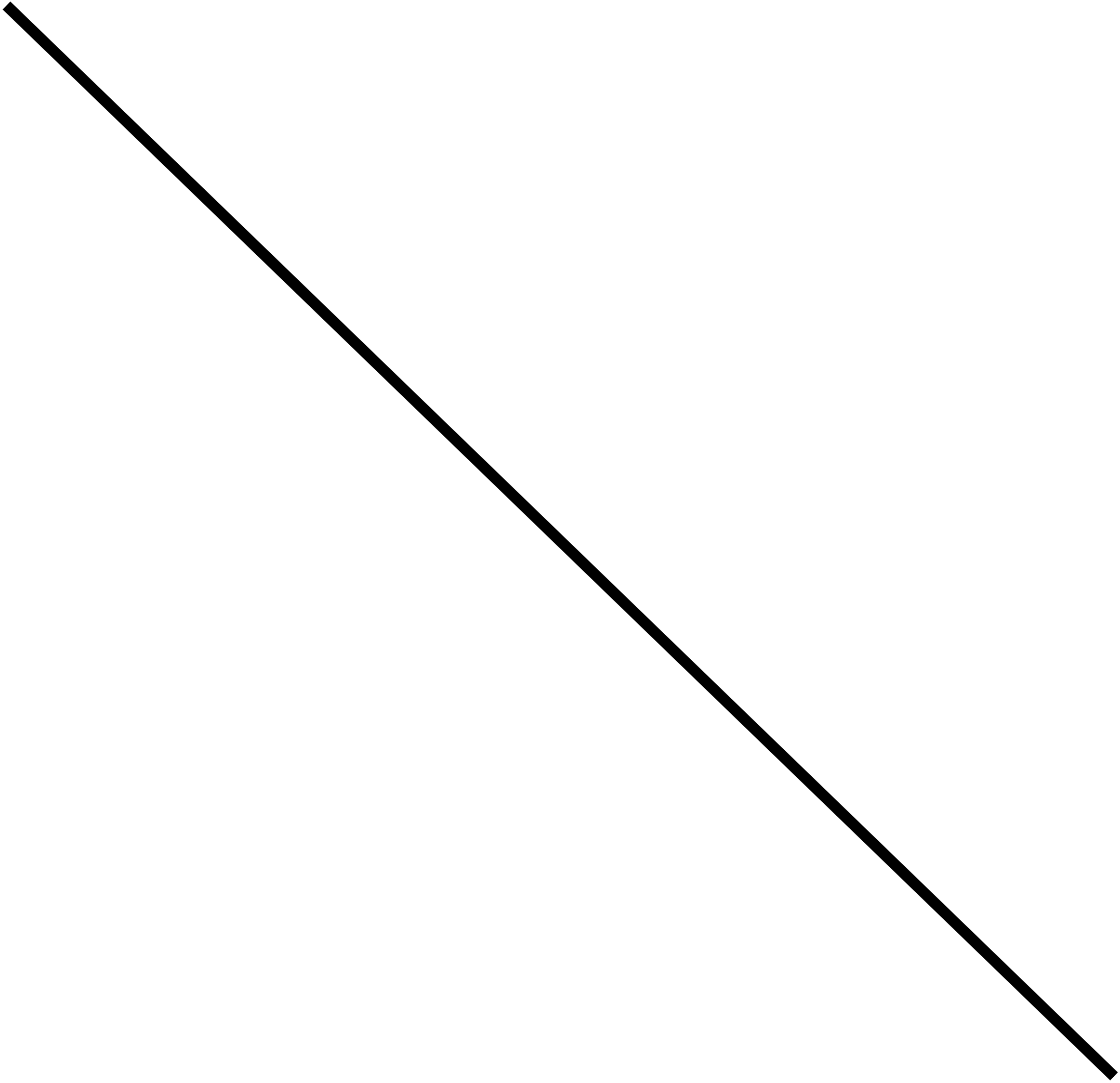


Do not change price

when Demand is Unit elastic





50

45

40

35













30

25

20

15

10

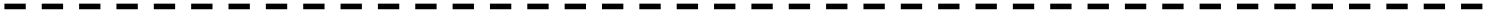
5

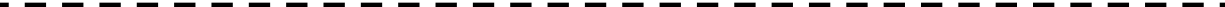




2

















4

6

8

10

12

14

16

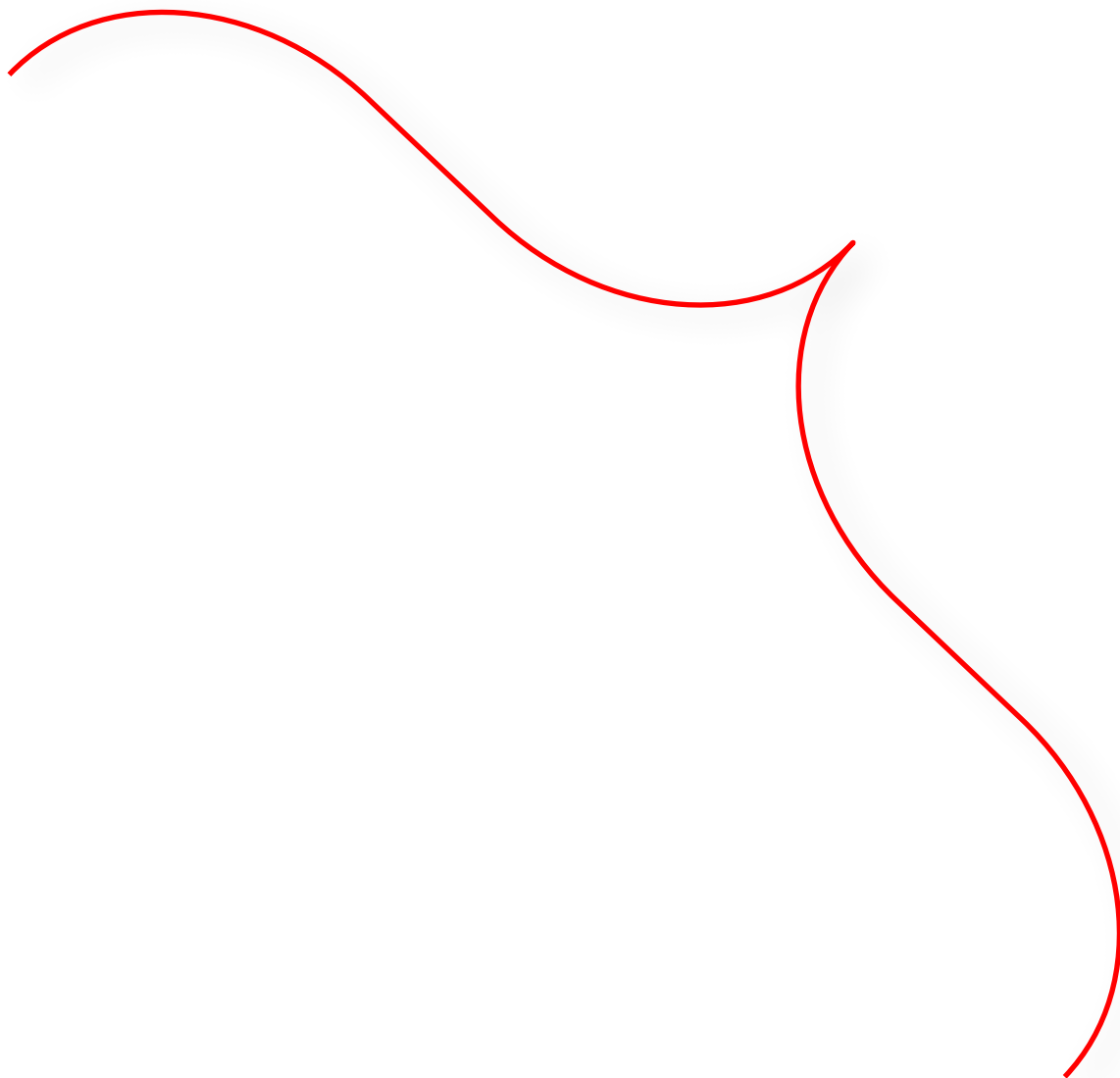
18

20

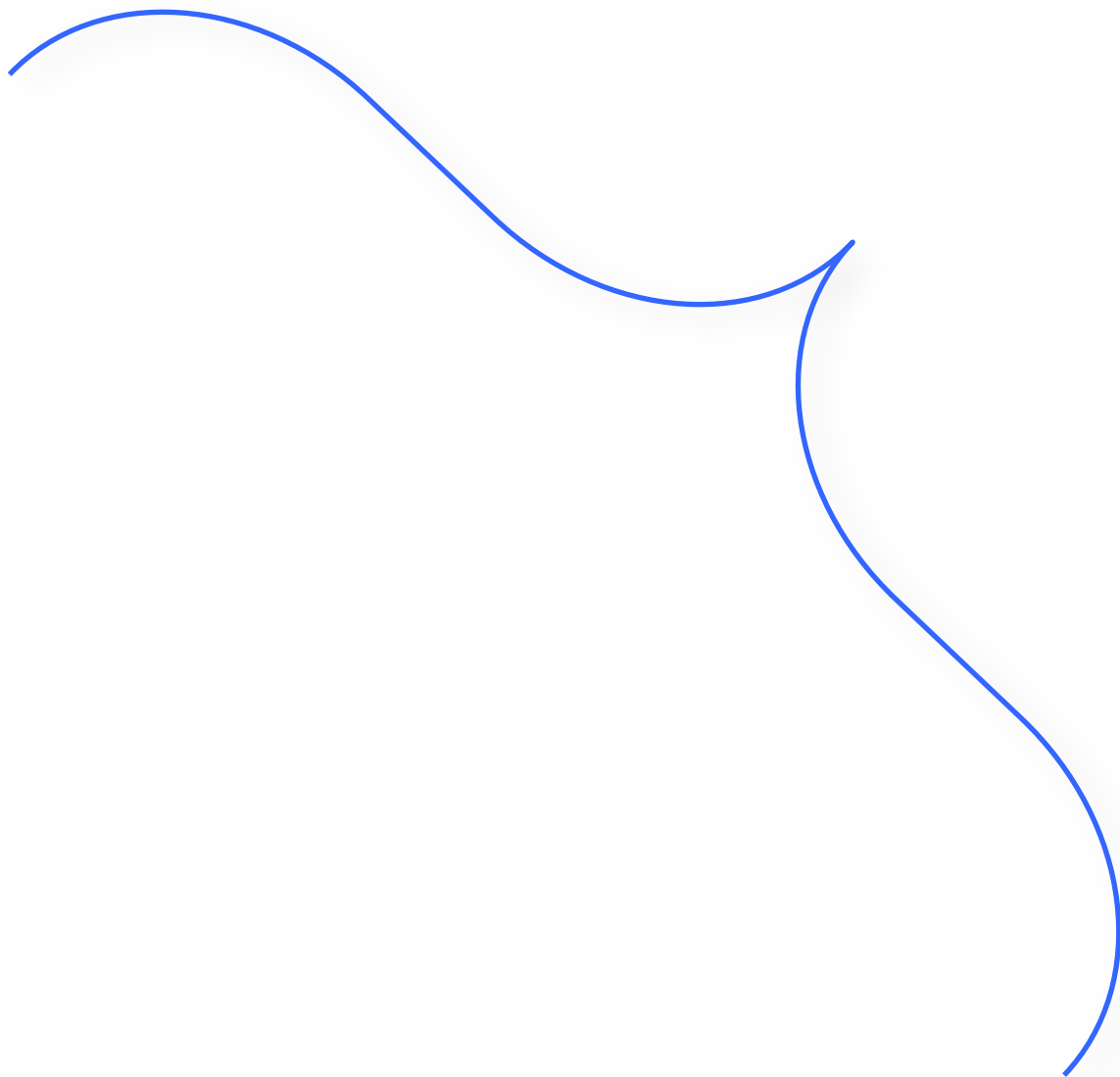




Midpoint



TR/over



TR/lover

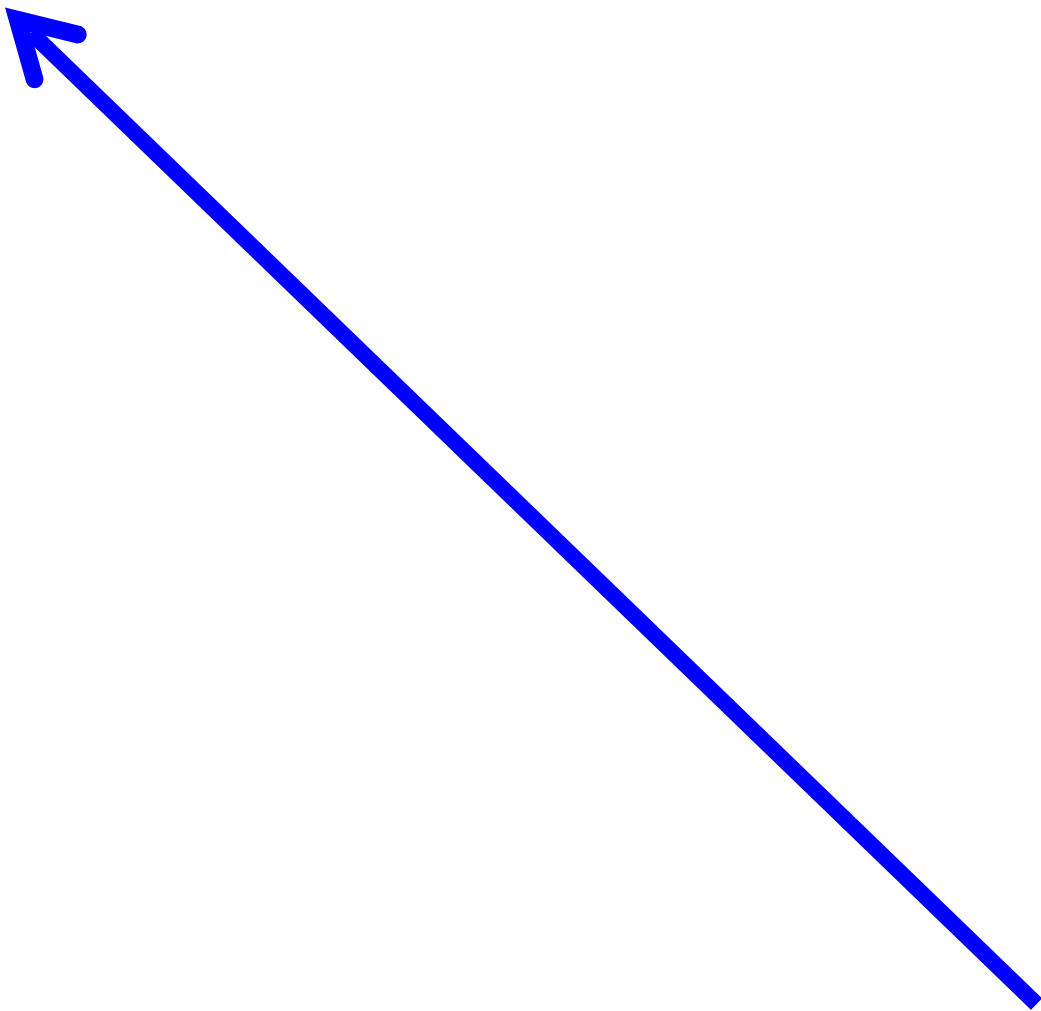
$P=10$

$$Q_d = 25$$

To increase Revenue:

Increase Price

Decrease Price





When Demand is Elastic

Total Revenue = Price x Quantity

90=

18x

5

160

=16x10

210

= 14x15

240

=12x20

When Demand is Inelastic

250

$$= 10 \times 25$$

240

$$= 8 \times 30$$

210

$= 6 \times 35$

160

=4x40

$$2 \times 45 = 90$$

250

Maximum Total
Revenue





Price

Quantity

To increase Revenue:

