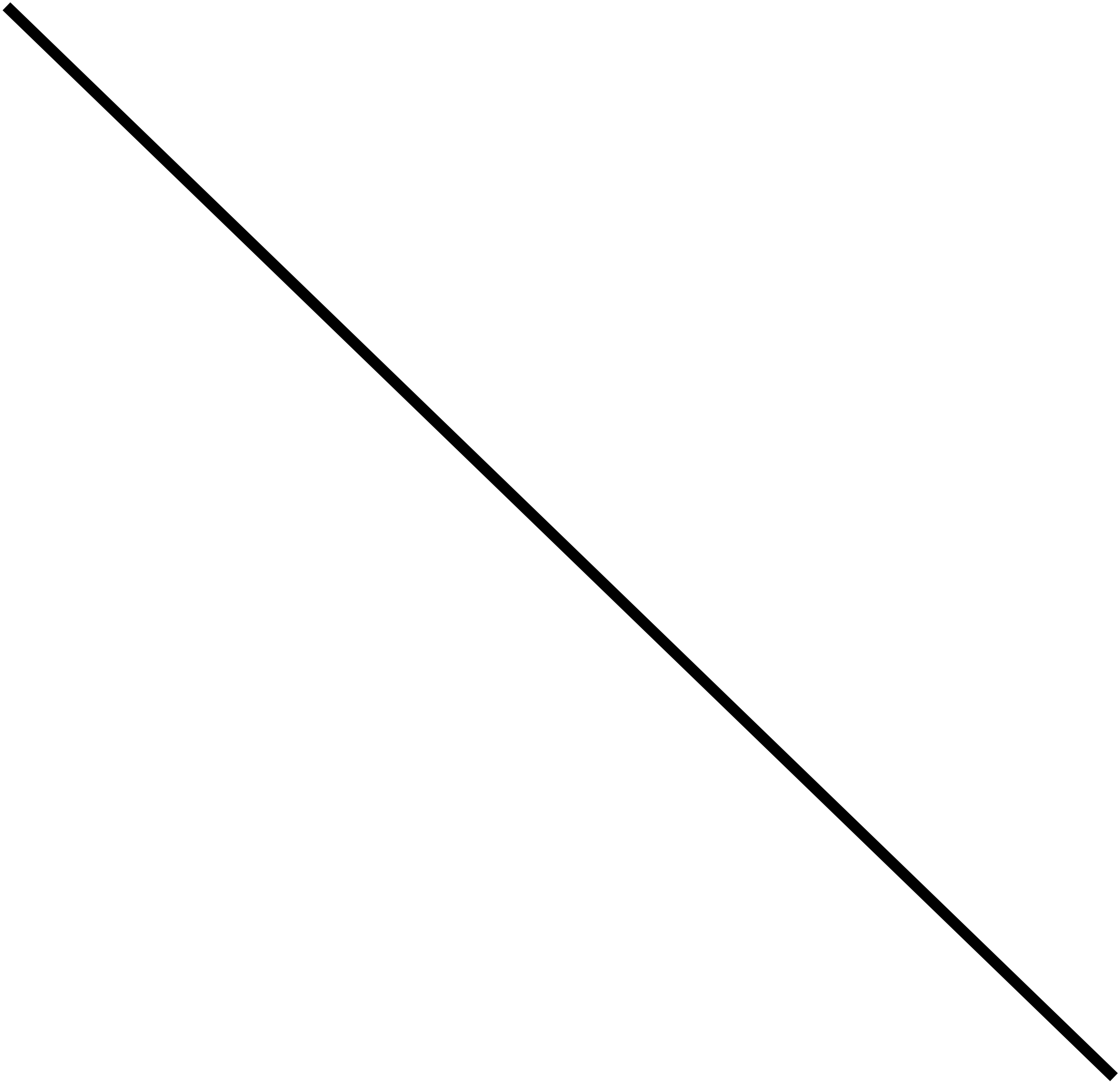




Do not change price

when Demand is Unit elastic





50

45

40



35













30



25

20

15

10

5

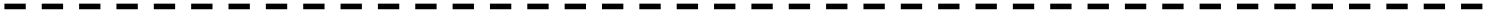


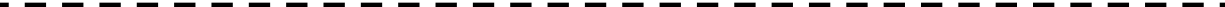


2





















4

6

8

10

12

14

16

18

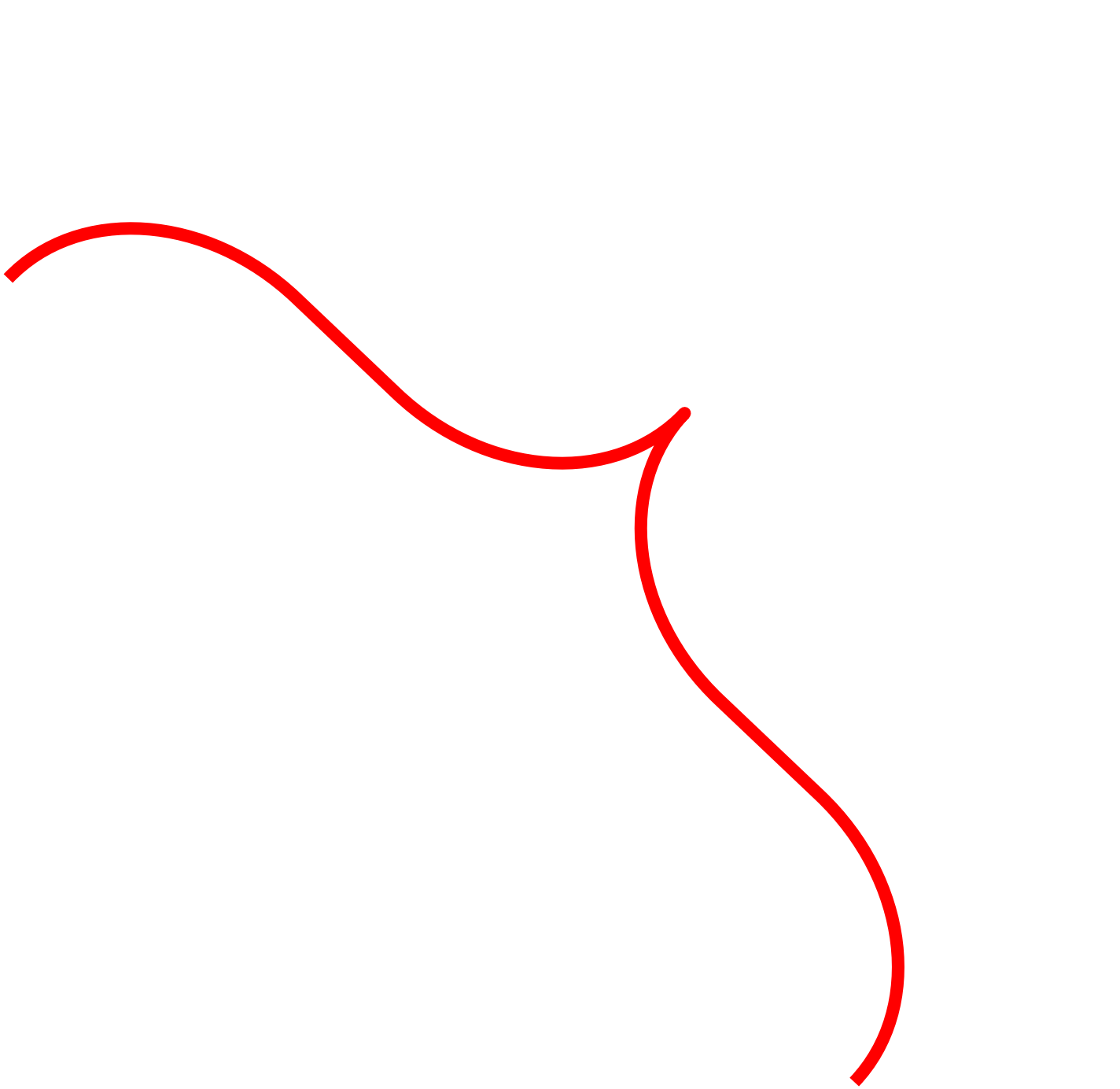


20

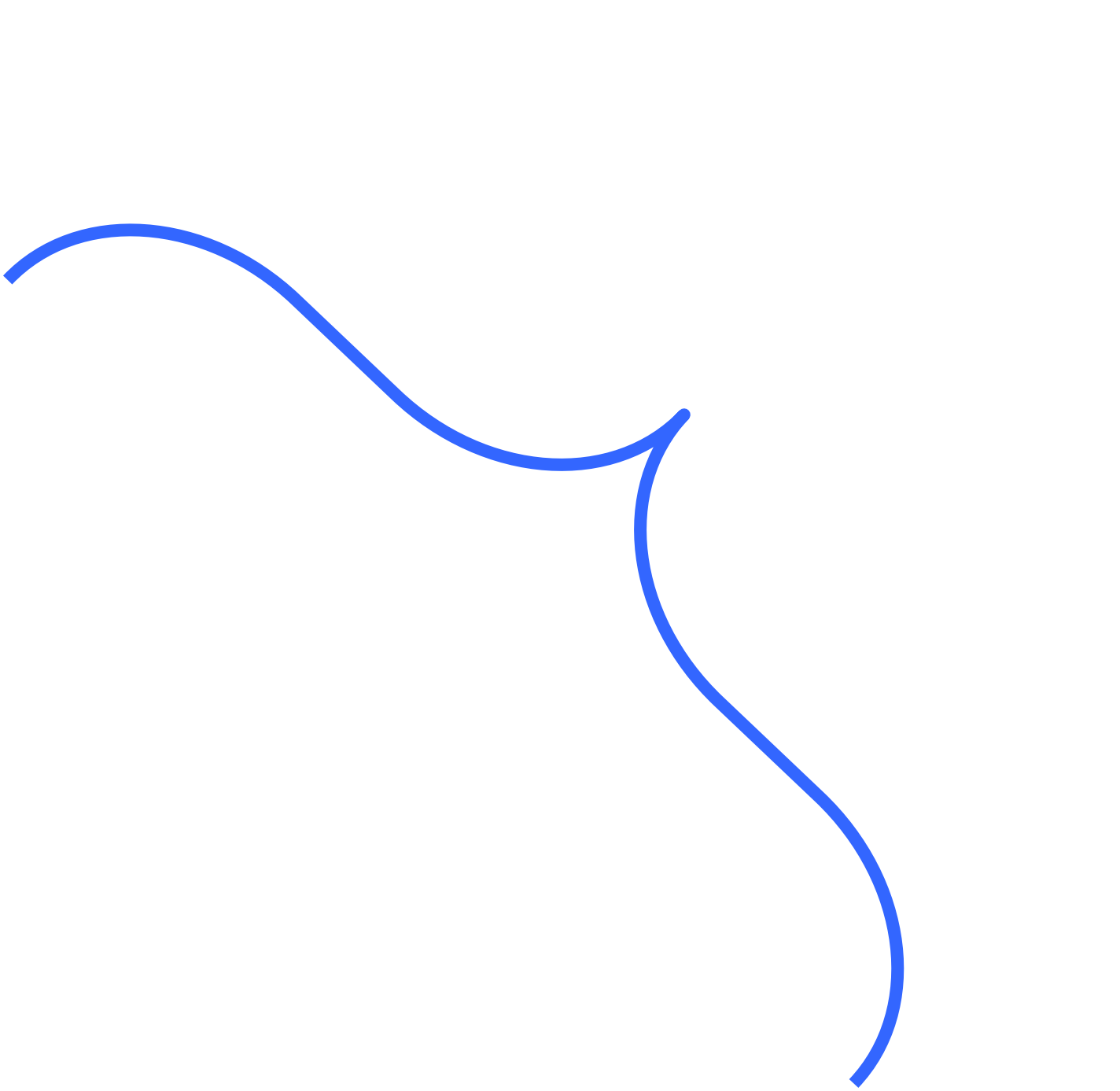




Midpoint



TR/over



TR/over



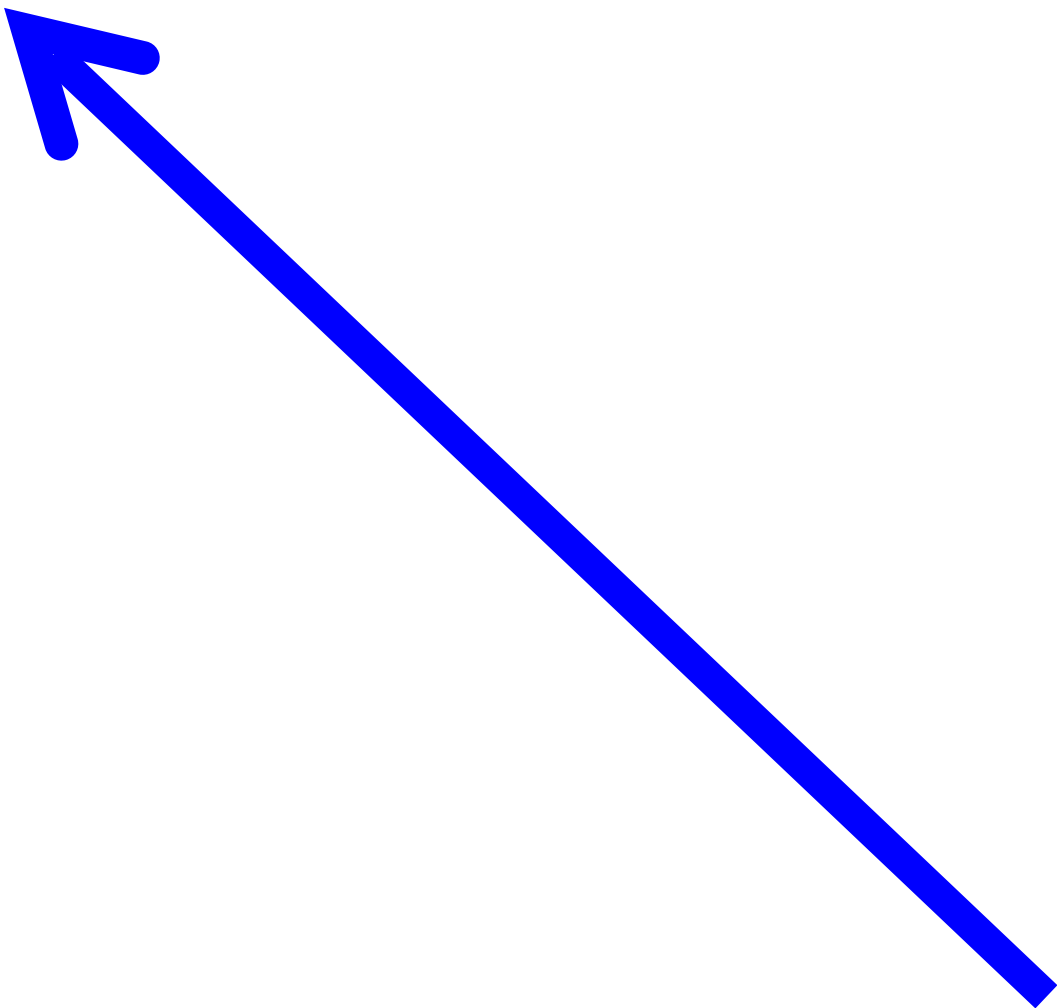
$P=10$

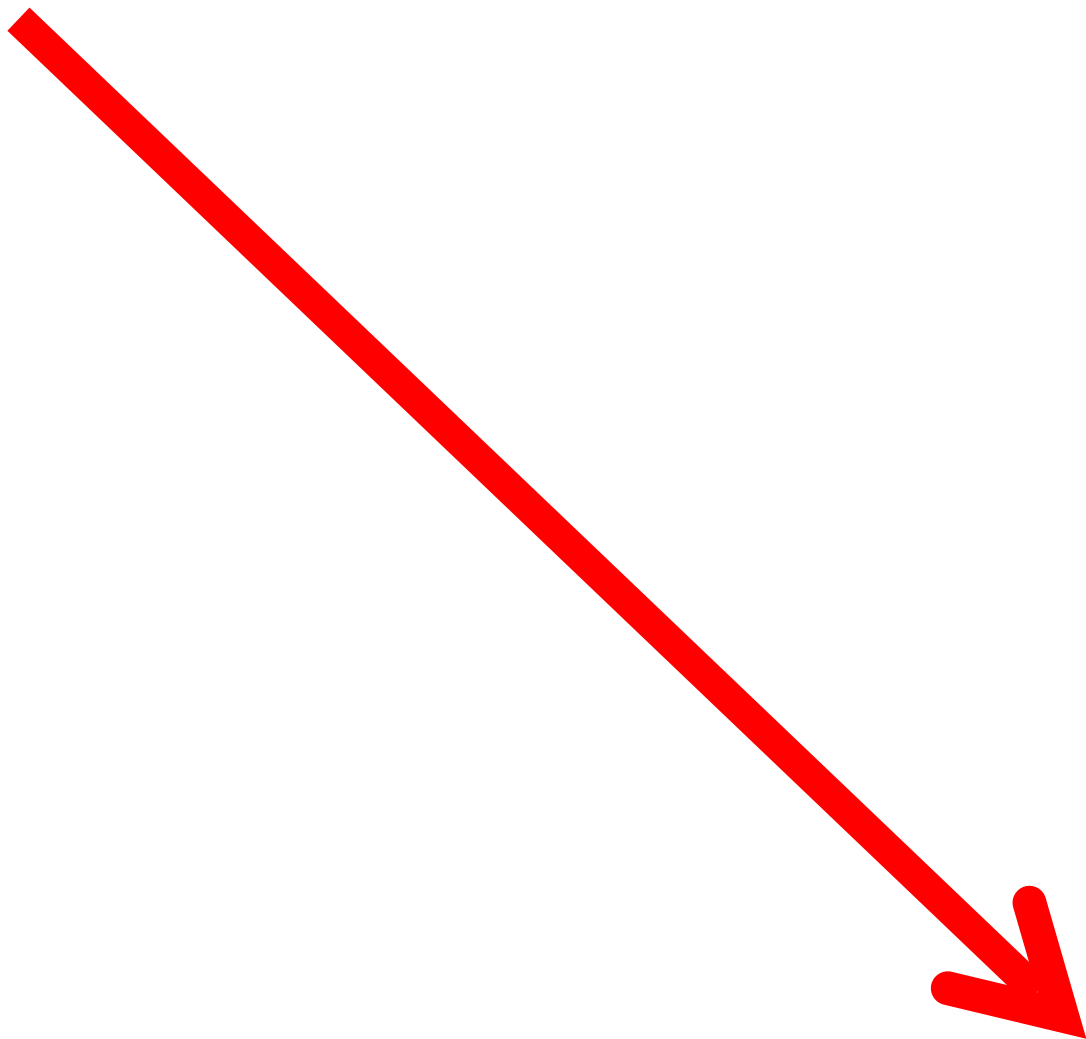
$$Q_d = 25$$

To increase Revenue:

Increase Price

Decrease Price





When Demand is Elastic



Total Revenue = Price x Quantity

90=

18x

5

160

= 16 × 10

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





# To increase Revenue:

