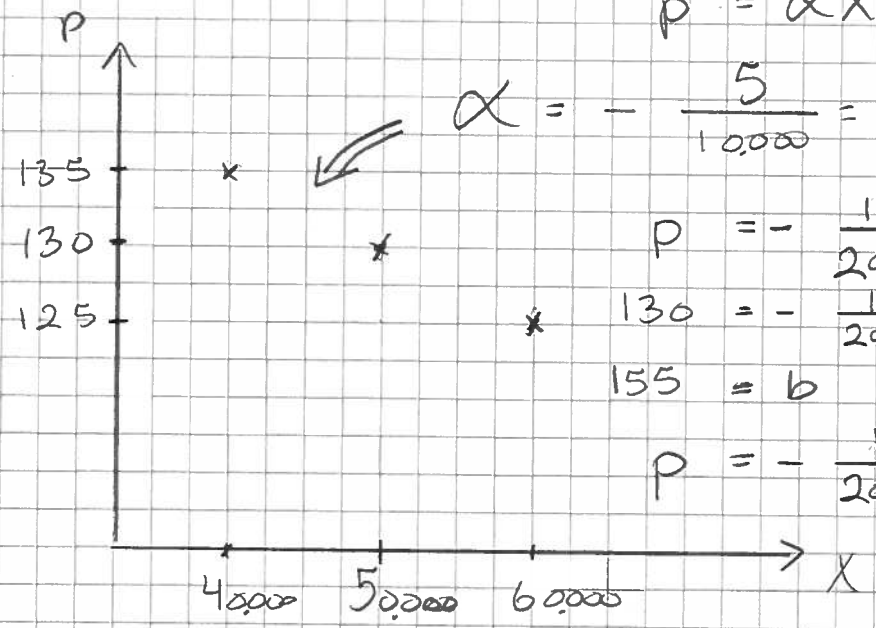
11 Jan. 2008






$p = \alpha x + b$

$\alpha = -\frac{5}{10.000} = -\frac{1}{2000}$

$p = -\frac{1}{2000}x + b$

$130 = -\frac{1}{2000} \cdot 50.000 + b$

$155 = b \Rightarrow$

$p = -\frac{1}{2000}x + 155$

$p = -\frac{1}{2000}x + 155$

$px = -\frac{1}{2000}x^2 + 155x$

$MR = -\frac{2}{2000}x + 155$

$FC = 1.800.000$

$VC = 75x$

$TC = 75x + 1.800.000$

$MC = 75$

$MR = MC$

$-\frac{2}{2000}x + 155 = 75$

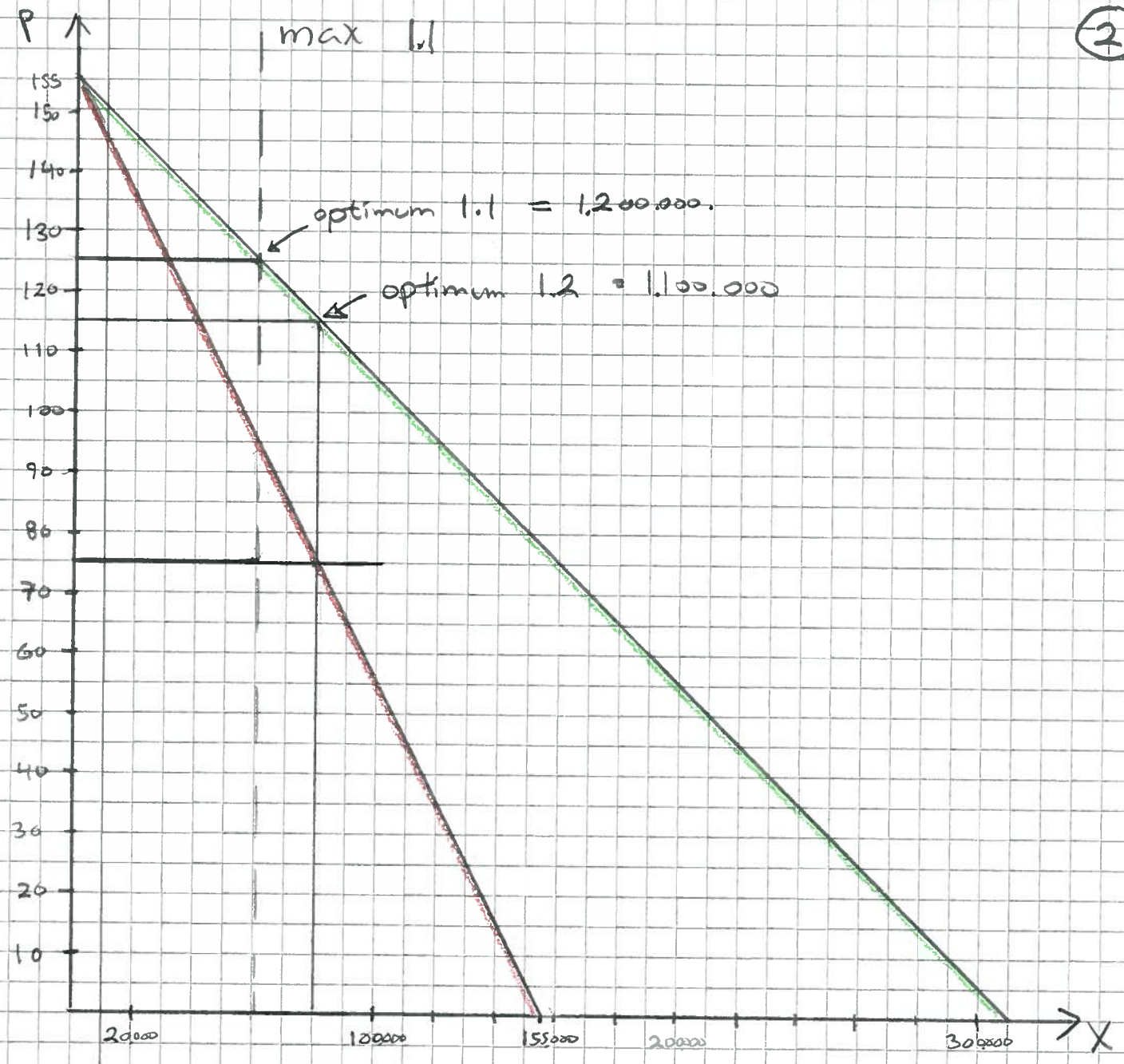
$80 = \frac{2}{2000}x$

$80.000 = x$

$p = -\frac{1}{2000} \cdot 80.000 + 155$

$p = 115$

| | | | |
|---|---|---|---|
| Turnover / oms | 115 * 80000 | = | 9.200.000 |
| - VC / VO | 75 * 80000 | = | 6.000.000 |
| CM / DB | | | 3.200.000 |
| - Fixed / Faste | | | 1.800.000 |
| Profit / overskud | | | 1.400.000 |
| - udvidelse af kapacitet / expansion costs | | | 300.000 |
| Profit after expansion | | | 1.100.000 |




1.1 $X = 60.000$

$P = -\frac{1}{2000} * 60.000 + 155$

$P = 125$

| | | | | |
|---|---|---|---|---|
| Turnover | 125 | * 60000 | = | 7500.000 |
| - VC / VO | 75 | * 60000 | = | 4500.000 |
| CM / DB | | | | 3000.000 |
| - Fixed | | | | 1800.000 |
| Profit before the expansion | | | | 1200.000 |

Don't make the expansion

# Assignment 2



Increase:

$$p = -\frac{1}{400}X + 110$$

$$MR = -\frac{2}{400}X + 110$$

Reduction:

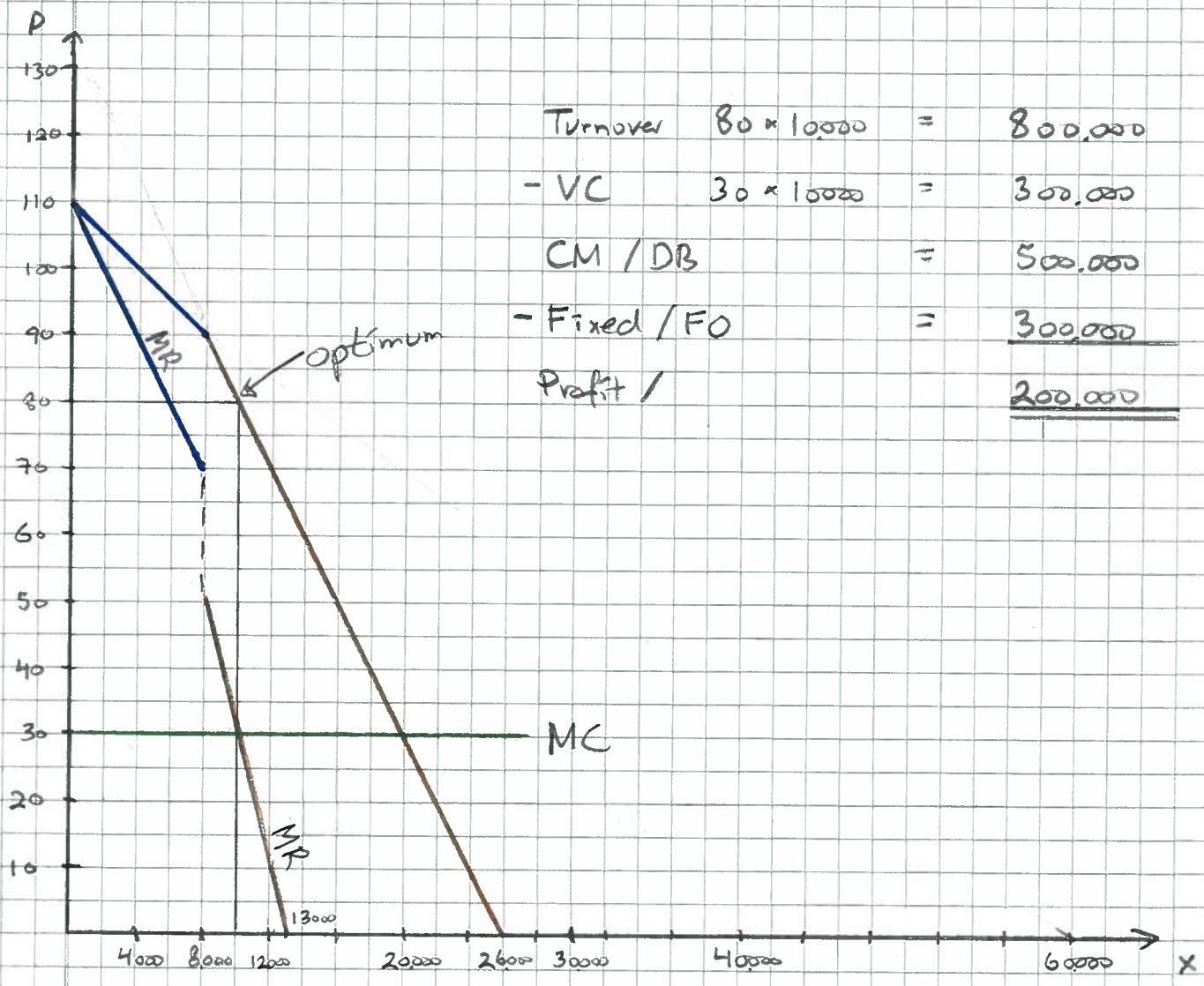
$$p = -\frac{1}{200}X + 130$$

$$MR = -\frac{2}{200}X + 130$$

$VC = 30X$

$MC = 14 + 8 + 8 = 30$

2.1




| | | | |
|---|---|---|---|
| Turnover | $80 \times 10{,}000$ | = | 800,000 |
| - VC | $30 \times 10000$ | = | 300,000 |
| CM / DB | | = | 500,000 |
| - Fixed / FO | | = | 300,000 |
| Profit / | | | 200,000 |

$MC = MR_{reduktion}$

$$30 = -\frac{2}{200}X + 130$$

$$\frac{2}{200}X = 100$$

$$X = 10{,}000$$

$$p = -\frac{1}{200} \cdot 10.000 + 130$$

$$p = 80$$

# Assignment 3

$$P = -\frac{1}{6000}X + 40$$

$$PX = -\frac{1}{6000}X^2 + 40X$$

$$MR = -\frac{2}{6000}X + 40$$

$VC = 15X$

$MC = 10 + 5 = 15$

$MR = MC$

$$-\frac{2}{6000}X + 40 = 15$$

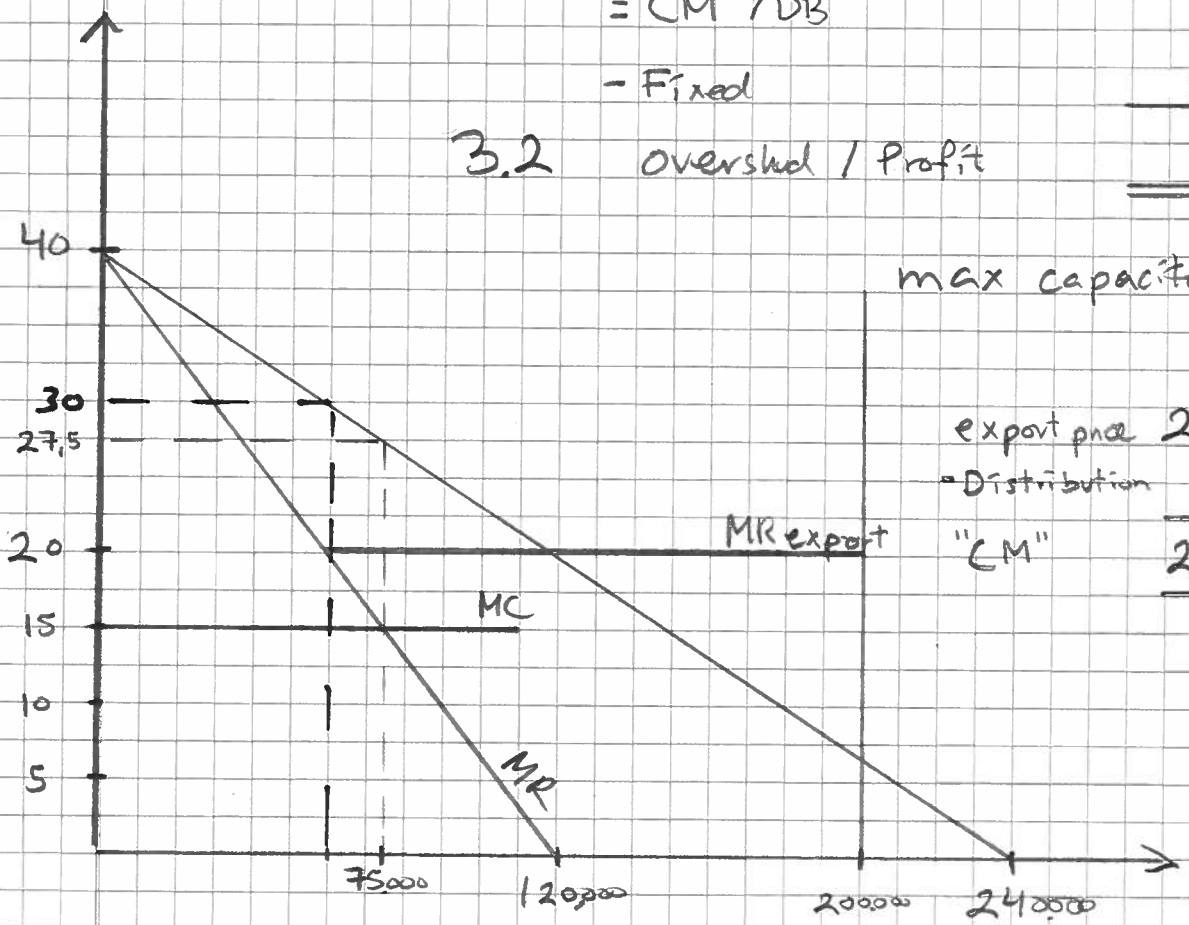
$$25 = \frac{2}{6000}X$$

3.1 $75000 = X$

$$P = -\frac{1}{6000} \cdot 75{,}000 + 40$$

3.1 $P = 27{,}5$

| | | |
|---|---|---|
| Turnover | $27{,}5 \times 75000$ | $= 2.062.500$ |
| - VC | $15 \times 75000$ | $= 1.125.000$ |
| = CM / DB | | 937.500 |
| - Fixed | | 750.000 |
| 3.2 overshud / Profit | | 187.500 |




| | |
|---|---|
| export price | 25 |
| - Distribution | 5 |
| "CM" | 20 |

$$MR_{DK} - MC_{DK} = MR_{Ex} - MC_{Ex}$$

$$-\frac{2}{6000}X + 40 - 15 = 25 - 20$$

$$-\frac{2}{6000}X + 40 = 20$$

$$20 = \frac{2}{6000}X$$

$$\underline{60000 = X}$$

$$Pris_{DK} = -\frac{1}{6000} \times 60000 + 40$$

3.3 $\underline{Pris_{DK} = 30}$

| | | | |
|---|---|---|---|
| Turnover DK | 30 × 60000 | = | 1.800.000 |
| Turnover export | 25 × 140.000 | | 3.500.000 |
| Total Turnover / omsætning | | | 5.300.000 |
| - VC / VO | 15 × 60.000 | = | 900.000 |
| | 20 × 140.000 | | 2.800.000 |
| CM / DB | | | 1.600.000 |
| - Marketing | | | 400.000 |
| 3.4 Maximum | | | 1.200.000 |

3.5 Prisdifferentiering,

# Assignment 4



| | | |
|---|---|---|
| Desk | 4000 * 5 | 20.000 |
| Jet | 3000 * 4 | 12.000 |
| Turnover begin | | 32.000 |

| | +20% | ÷ 10% | |
|---|---|---|---|
| Desk | 4800 | x 4,5 | 21.600 |
| Jet | 2850* | x 4,00 | 11400 |
| Turnover end | | | 33.000 |

4.1 substitutter / substitutes

4.2 Change in turnover 33000 - 32000 = 1000

$$\frac{\frac{\Delta X_{Jet}}{X_{Jet}}}{\frac{\Delta P_{desk}}{P_{Desk}}} = +0,5 \Rightarrow \frac{\frac{\Delta X_{Jet}}{3000}}{\frac{-0,5}{5}} = \frac{\Delta X_{Jet}}{3000} = -5\% \quad = +0,5 \quad = -10\%$$

$\Delta X_{Jet} = 150 \Rightarrow 3000 - 150 = 2850^*$

4.3 The costs, VC, Variable omk.