Swell Productions (The Retailer) is sponsoring an outdoor conclave for owners of collectible and classic Fords. The concession stand in the T-Bird area will sell clothing such as official Thunderbird racing jerseys. The following table shows the probability of jerseys sales quantities.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Probability | 0.05 | 0.10 | 0.30 | 0.20 | 0.20 | 0.15 |
| Demand | 100 | 200 | 300 | 400 | 500 | 600 |

Jerseys are purchased from Columbia Products (The Wholesaler) for the wholesale price of $40 each. They are sold during the event for $80 each. Salvage value of each T shirt when returned by the retailer to the whole seller is $20.

A) Compute the average demand (units that can be sold) for Swell Productions jerseys.



B) Given the average demand you have obtained in the previous part. How many units should Swell Productions order to be able to have the average number of units sold equal to the average demand.

C) Supposed Swell Productions has ordered 400 units. Compute the marginal profit of ordering one more unit.

40(0.35) = 14

D) Supposed Swell Productions has ordered 400 units. Compute the marginal cost of ordering one more unit.

20(0.65) = 13

E) Suppose your computations indicates that it is at Swell Productions’ benefit to order 401 units (this may or may not the correct answer). How many units should Swell Productions order?

500

F) Suppose Swell Productions has ordered 500 units. Compute the expected value of the number of units salvaged.

0.05(400)+0.1(300) +0.3 (200) + 0.2 (100) =

20+30+60+20 = 130

G) Suppose Swell Productions orders 500 jerseys. Compute the expected number of

jerseys that can be sold.

500-130= 370



H) Supposed Swell Productions has ordered 500 units. Compute the expected value of Swell Productions’ total net profit.

-130(20) + 370(40) = -2600+ 14800 = 12200

I) At what purchasing price (current purchasing price is $40 and current salvage value is 20) will you order 600 units?

MC=0.85 (c-20) = 0.85c -17

MP = 0.15(80-c) = 12- 0.15c

12-0.15c> 0.85c-17

29> c

It really does not make sense to say the break-even point is where

385(40) = 215X

Because in X and 40 are not independent. To correct the above statement, one may say: the break-even point is where

385(80-c) = 215(c-20)

And one may try to solve the above equation. But it does not make sense because in that case and under the price of c, we will make 0 profit if we order 600. While we already make $12200, by ordering 500. Therefore no matter what c value comes out of the above equation, it makes our profit equal 0. Why we should order 600 for 0 profit compared to 500 with $12200 profit.

A correct second procedure to solve the problem is to say; we order 600 if its total expected revenue is greater than ordering 500.

Ordering 500

# of units sold is 370 and salvaged 130

Ordering 600

# of units sold is 385 and salvaged 215

For sale we get (80-c) for salvage we pay (c-20)

Therefore, total revenue of 600 must be greater than that of 500

385(80-c) – 215(c-20) > 370(80-c) – 130(c-20)

By solving this equation we will get 29>c

Indeed we could have also said that by ordering 600 we sell 15 units more and salvage 85 units more. And the sale revenue must be greater than salvaged marginal cost

15(80-c) > 85(c-20)

29>c

J) At what salvage value (current purchasing price is $40 and current salvage value is 20) will you order 600 units?

MC=0.85 (40-v) = 34 - 0.85v

MP = 0.15(80-40) = 6

6> 34 - 0.85v

0.85v > 28

v> 32.9