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Dimensions are:

2. A popular designer purse sells for \$500 and 45,000 are sold a month. The company did some research and realized that for each \$20 decrease in price, they can sell 5000 more purses per month. How much should the company charge for the purse so they can maximize monthly revenues?

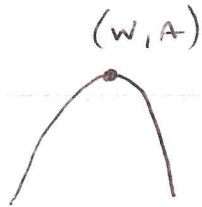
Price to charge:

Bellwork Hon Alg 2 Tuesday, November 15, 2016 **ANSWERS**

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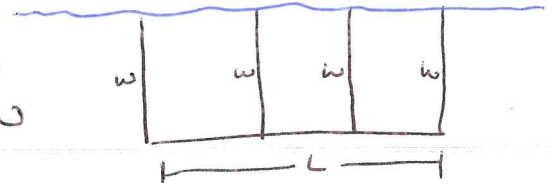
50 x 200



$$\text{LOS: } w = \frac{-400}{2(-4)} = 50$$

$$400 = 4w + L$$

$$L = 400 - 4w$$



$$A = L \cdot w = (400 - 4w)(w) = 400w - 4w^2$$

$$L = 400 - 4(50) = 400 - 200 = 200$$

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Price to charge:

\$340

$$\begin{aligned} \text{final Price} \\ 500 - 20(8) \\ = \$340 \end{aligned}$$

$x = \# \text{ of } \$20 \text{ decreases}$



$$\text{LOS: } x = \frac{-1,600,000}{-200,000} = 8$$

$$\text{Revenue} = (\# \text{ purses SOLD}) (\$ \text{ per purse})$$

$$= (45,000 + 5000x)(500 - 20x)$$

$$= -100,000x^2 + 1,600,000x + 22,500,000$$