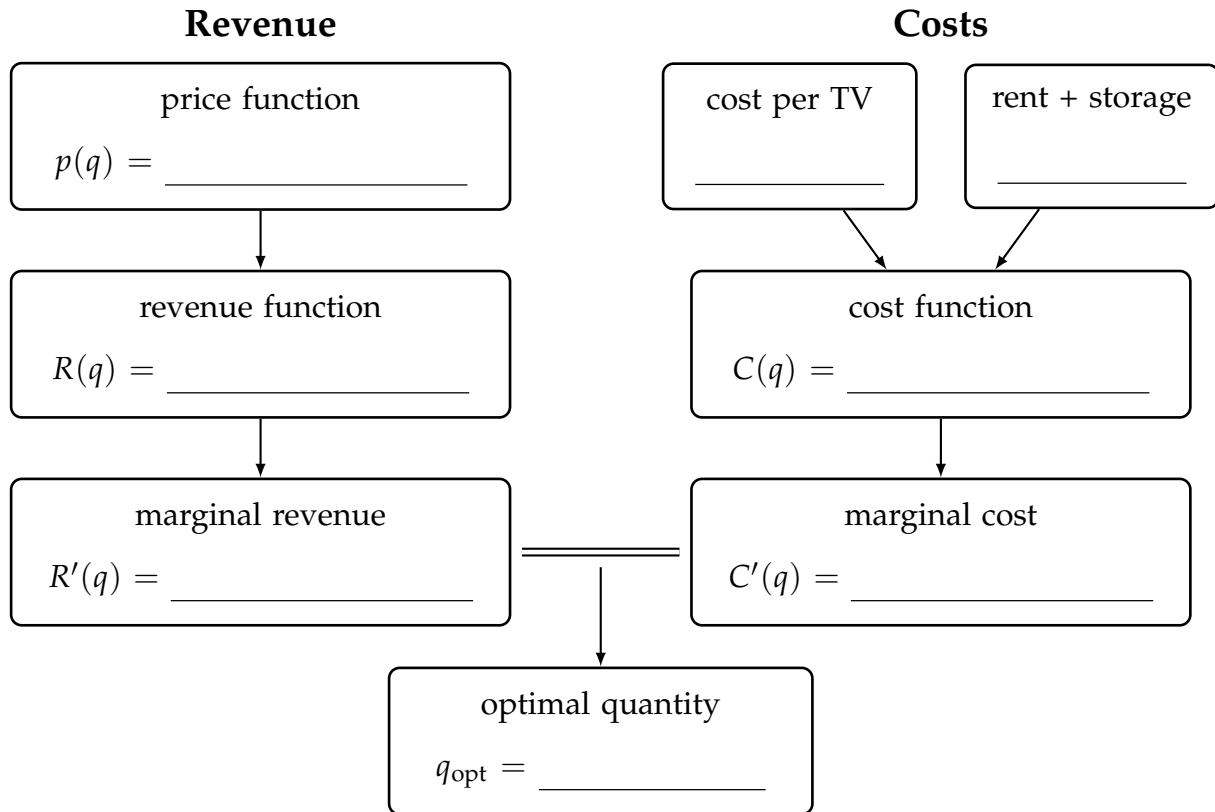


Lecture Handout #19: Nov 3

Maximizing Profit from TV Sales

Market research data: at $p = 250$, sell $q = 750$ TVs; at $p = 260$, sell $q = \underline{\hspace{2cm}}$



Optimal Conditions

- Price**
 $p(q_{\text{opt}}) = \underline{\hspace{2cm}}$
- Revenue**
 $R(q_{\text{opt}}) = \underline{\hspace{2cm}}$
- minus
- Cost**
 $C(q_{\text{opt}}) = \underline{\hspace{2cm}}$
- yields
- Profit**
 $P(q_{\text{opt}}) = \underline{\hspace{2cm}}$

