

	A	B	C	D	E
1	Quality Sweaters direct mail model				
2					
3	Catalog inputs			Model of responses	
4	Fixed cost of printing	\$20,000		Response rate	5%
5	Variable cost of printing mailing	\$0.25		Number of responses	7371.795
6					
7	Decision variable			Model of revenue, costs, and profit	
8	Number mailed	150000		Total Revenue	\$294,872
9				Fixed cost of printing	\$20,000
10	Order inputs			Total variable cost of printing mailing	\$37,500
11	Average order	\$40		Total variable cost of orders	\$237,372
12	Variable cost per order	\$32.20		Total cost	\$294,872
13				Profit	\$0

	A	B	C	D	E
1	Quality Sweaters direct mail model				
2					
3	Catalog inputs			Model of responses	
4	Fixed cost of printing	\$20,000		Response rate	8%
5	Variable cost of printing mailing	\$0.25		Number of responses	8000
6					
7	Decision variable			Model of revenue, costs, and profit	
8	Number mailed	100000		Total Revenue	\$320,000
9				Fixed cost of printing	\$20,000
10	Order inputs			Total variable cost of printing mailing	\$25,000
11	Average order	\$40		Total variable cost of orders	\$257,600
12	Variable cost per order	\$32.20		Total cost	\$302,600
13				Profit	\$17,400

Quality Sw

	A	B	C	D	E
1	Quality Sweaters direct mail model				
2					
3	Catalog inputs			Model of responses	
4	Fixed cost of printing	\$20,000		Response rate	8%
5	Variable cost of printing mailing	\$0.25		Number of responses	8000
6					
7	Decision variable			Model of revenue, costs, and profit	
8	Number mailed	100000		Total Revenue	\$320,000
9				Fixed cost of printing	\$20,000
10	Order inputs			Total variable cost of printing mailing	\$25,000
11	Average order	\$40		Total variable cost of orders	\$257,600
12	Variable cost per order	\$32.20		Total cost	\$302,600
13				Profit	\$17,400