	A	B	C	D	E	F	G	H
1	**Quality Sweaters direct mail model**							
2								
3	**Catalog inputs**			**Model of responses**			**Range names used**	
4	Fixed cost of printing	$20,000		Response rate	8%		Average_order	=Model!
5	Variable cost of printing mailing	$0.25		Number of responses	8000		Costs	=Model!
6							Fixed_cost_of_printing	=Model!
7	**Decision variable**			**Model of revenue, costs, and profit**			Number_mailed	=Model!
8	Number mailed	100000		Total Revenue	$320,000		Number_of_responses	=Model!
9				Fixed cost of printing	$20,000		Profit	=Model!
10	**Order inputs**			Total variable cost of printing mailing	$25,000		Response_rate	=Model!
11	Average order	$40		Total variable cost of orders	$257,600		Total_cost	=Model!
12	Variable cost per order	$32.20		Total cost	$302,600		Total_Revenue	=Model!
13				Profit	$17,400		Variable_cost_of_printing_mailing	=Model!
14							Variable_cost_per_order	=Model!
15								
16								
17								
18								
19								
20								
21								