

Sheet1

PRICE/SHARE POSITIONING MODEL

Nominal Price	2000 Total Demand	32000
Nominal Volume	20000 Compet. Fraction	0.3
Cost	923 Comp Vol@Nom	3600
Price Set	1900 Share@Nominal	84.7%

PV Slope	Opt Price	Vol@Opt	Opt Profit	Vol@Set
-11	\$2370.59	\$15,923.50	\$23.05	21100
-12	\$2294.83	\$16,462.00	\$22.58	21200
-13	\$2230.73	\$17,000.50	\$22.23	21300
-14	\$2175.79	\$17,539.00	\$21.97	21400
-15	\$2128.17	\$18,077.50	\$21.79	21500
-16	\$2086.50	\$18,616.00	\$21.66	21600
-17	\$2049.74	\$19,154.50	\$21.58	21700
-18	\$2017.06	\$19,693.00	\$21.55	21800
-19	\$1987.82	\$20,231.50	\$21.54	21900
-20	\$1961.50	\$20,770.00	\$21.57	22000
-21	\$1937.69	\$21,308.50	\$21.62	22100

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Profit@Set	CVol@Set	Share@Set	incr Profit Set-Opt	ShareShift Set-Nom
\$20.614700	3270	86.6%	-\$2.436014	1.84%
\$20.712400	3240	86.7%	-\$1.870720	2.00%
\$20.810100	3210	86.9%	-\$1.421977	2.16%
\$20.907800	3180	87.1%	-\$1.064809	2.32%
\$21.005500	3150	87.2%	-\$0.780900	2.48%
\$21.103200	3120	87.4%	-\$0.556516	2.63%
\$21.200900	3090	87.5%	-\$0.381151	2.79%
\$21.298600	3060	87.7%	-\$0.246636	2.95%
\$21.396300	3030	87.8%	-\$0.146521	3.10%
\$21.494000	3000	88.0%	-\$0.075645	3.25%
\$21.591700	2970	88.2%	-\$0.029832	3.41%

pv slope

\$20.614700

-11

-12

-13

-14

-15

-16

-17

-18

-19

-20

-21

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s e l l i n g

1750	1800	1850	1900	1950	2000	2050	2086	2100
18.814250	19.469400	20.069550	20.614700	21.104850	21.540000	21.920150	22.159802	22.245300
19.021000	19.644800	20.208600	20.712400	21.156200	21.540000	21.863800	22.059784	22.127600
19.227750	19.820200	20.347650	20.810100	21.207550	21.540000	21.807450	21.959766	22.009900
19.434500	19.995600	20.486700	20.907800	21.258900	21.540000	21.751100	21.859748	21.892200
19.641250	20.171000	20.625750	21.005500	21.310250	21.540000	21.694750	21.759730	21.774500
19.848000	20.346400	20.764800	21.103200	21.361600	21.540000	21.638400	21.659712	21.656800
20.054750	20.521800	20.903850	21.200900	21.412950	21.540000	21.582050	21.559694	21.539100
20.261500	20.697200	21.042900	21.298600	21.464300	21.540000	21.525700	21.459676	21.421400
20.468250	20.872600	21.181950	21.396300	21.515650	21.540000	21.469350	21.359658	21.303700
20.675000	21.048000	21.321000	21.494000	21.567000	21.540000	21.413000	21.259640	21.186000
20.881750	21.223400	21.460050	21.591700	21.618350	21.540000	21.356650	21.159622	21.068300

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p	r	i	c	e
2150	2200	2250	2300	2350
22.515450	22.730600	22.890750	22.995900	23.046050
22.331400	22.475200	22.559000	22.582800	22.546600
22.147350	22.219800	22.227250	22.169700	22.047150
21.963300	21.964400	21.895500	21.756600	21.547700
21.779250	21.709000	21.563750	21.343500	21.048250
21.595200	21.453600	21.232000	20.930400	20.548800
21.411150	21.198200	20.900250	20.517300	20.049350
21.227100	20.942800	20.568500	20.104200	19.549900
21.043050	20.687400	20.236750	19.691100	19.050450
20.859000	20.432000	19.905000	19.278000	18.551000
20.674950	20.176600	19.573250	18.864900	18.051550