





**Table 3: Percentage Sales (units) Adjustment Associated with 10 Percent Gross Profit Increase**

Percentage Price Change	Current Percentage Gross Margin																														
	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40	42	44	46	48	50						
25	101.9	94.8	88.7	83.3	78.6	74.3	70.5	67.1	64.0	61.1	58.5	56.1	53.9	51.9	50.0	48.2	46.6	45.1	43.7	42.3	41.0	39.9	38.7	37.7	36.7						
24	101.5	94.3	88.0	82.5	77.6	73.3	69.5	66.0	62.9	60.0	57.4	55.0	52.8	50.8	48.9	47.1	45.5	44.0	42.6	41.3	40.0	38.8	37.7	36.7	35.7						
23	101.2	93.7	87.2	81.6	76.7	72.3	68.4	64.9	61.7	58.8	56.2	53.8	51.6	49.6	47.7	46.0	44.4	42.9	41.5	40.2	38.9	37.8	36.7	35.6	34.7						
22	100.8	93.1	86.4	80.7	75.6	71.2	67.2	63.7	60.5	57.6	55.0	52.6	50.4	48.4	46.5	44.8	43.2	41.7	40.3	39.0	37.8	36.7	35.6	34.6	33.6						
21	100.4	92.4	85.6	79.7	74.5	70.0	66.0	62.4	59.2	56.3	53.7	51.3	49.1	47.1	45.3	43.6	42.0	40.5	39.2	37.9	36.7	35.5	34.5	33.5	32.5						
20	100.0	91.7	84.6	78.6	73.3	68.8	64.7	61.1	57.9	55.0	52.4	50.0	47.8	45.8	44.0	42.3	40.7	39.3	37.9	36.7	35.5	34.4	33.3	32.4	31.4						
19	99.5	90.9	83.6	77.4	72.1	67.4	63.3	59.7	56.5	53.6	51.0	48.6	46.4	44.5	42.7	41.0	39.4	38.0	36.7	35.4	34.3	33.2	32.2	31.2	30.3						
18	99.0	90.0	82.5	76.2	70.7	66.0	61.9	58.2	55.0	52.1	49.5	47.1	45.0	43.0	41.3	39.6	38.1	36.7	35.4	34.1	33.0	31.9	30.9	30.0	29.1						
17	98.4	89.0	81.3	74.8	69.3	64.5	60.3	56.7	53.4	50.5	47.9	45.6	43.5	41.6	39.8	38.2	36.7	35.3	34.0	32.8	31.7	30.7	29.7	28.8	27.9						
16	97.8	88.0	80.0	73.3	67.7	62.9	58.7	55.0	51.8	48.9	46.3	44.0	41.9	40.0	38.3	36.7	35.2	33.8	32.6	31.4	30.3	29.3	28.4	27.5	26.7						
15	97.1	86.8	78.6	71.7	66.0	61.1	56.9	53.2	50.0	47.1	44.6	42.3	40.2	38.4	36.7	35.1	33.7	32.4	31.1	30.0	28.9	28.0	27.0	26.2	25.4						
14	96.3	85.6	77.0	70.0	64.2	59.2	55.0	51.3	48.1	45.3	42.8	40.5	38.5	36.7	35.0	33.5	32.1	30.8	29.6	28.5	27.5	26.6	25.7	24.8	24.1						
13	95.3	84.1	75.3	68.1	62.2	57.2	53.0	49.3	46.1	43.3	40.9	38.6	36.7	34.9	33.3	31.8	30.4	29.2	28.0	27.0	26.0	25.1	24.2	23.4	22.7						
12	94.3	82.5	73.3	66.0	60.0	55.0	50.8	47.1	44.0	41.3	38.8	36.7	34.7	33.0	31.4	30.0	28.7	27.5	26.4	25.4	24.4	23.6	22.8	22.0	21.3						
11	93.1	80.7	71.2	63.7	57.6	52.6	48.4	44.8	41.7	39.0	36.7	34.6	32.7	31.0	29.5	28.0	26.9	25.7	24.7	23.7	22.8	22.0	21.2	20.5	19.8						
10	91.7	78.6	68.8	61.1	55.0	50.0	45.8	42.3	39.3	36.7	34.4	32.4	30.6	28.9	27.5	26.2	25.0	23.9	22.9	22.0	21.2	20.4	19.6	19.0	18.3						
9	90.0	76.2	66.0	58.2	52.1	47.1	43.0	39.6	36.7	34.1	31.9	30.0	28.3	26.8	25.4	24.1	23.0	22.0	21.1	20.2	19.4	18.7	18.0	17.4	16.8						
8	88.0	73.3	62.9	55.0	48.9	44.0	40.0	36.7	33.8	31.4	29.3	27.5	25.9	24.4	23.2	22.0	21.0	20.0	19.1	18.3	17.6	16.9	16.3	15.7	15.2						
7	85.6	70.0	59.2	51.3	45.3	40.5	36.7	33.5	30.8	28.5	26.6	24.8	23.3	22.0	20.8	19.7	18.8	17.9	17.1	16.4	15.7	15.1	14.5	14.0	13.5						
6	82.5	66.0	55.0	47.1	41.3	36.7	33.0	30.0	27.5	25.4	23.6	22.0	20.6	19.4	18.3	17.4	16.5	15.7	15.0	14.3	13.8	13.2	12.7	12.2	11.8						
5	78.6	61.1	50.0	42.3	36.7	32.4	28.9	26.2	23.9	22.0	20.4	19.0	17.7	16.7	15.7	14.9	14.1	13.4	12.8	12.2	11.7	11.2	10.8	10.4	10.0						
4	73.3	55.0	44.0	36.7	31.4	27.5	24.4	22.0	20.0	18.3	16.9	15.7	14.7	13.8	12.9	12.2	11.6	11.0	10.5	10.0	9.6	9.2	8.8	8.5	8.1						
3	66.0	47.1	36.7	30.0	25.4	22.0	19.4	17.4	15.7	14.3	13.2	12.2	11.4	10.6	10.0	9.4	8.9	8.5	8.0	7.7	7.3	7.0	6.7	6.5	6.2						
2	55.0	36.7	27.5	22.0	18.3	15.7	13.8	12.2	11.0	10.0	9.2	8.5	7.9	7.3	6.9	6.5	6.1	5.8	5.5	5.2	5.0	4.8	4.6	4.4	4.2						
1	36.7	22.0	15.7	12.2	10.0	8.5	7.3	6.5	5.8	5.2	4.8	4.4	4.1	3.8	3.5	3.3	3.1	3.0	2.8	2.7	2.6	2.4	2.3	2.2	2.2						
0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
-1	-110.0	-36.7	-22.0	-15.7	-12.2	-10.0	-8.5	-7.3	-6.5	-5.8	-5.2	-4.8	-4.4	-4.1	-3.8	-3.5	-3.3	-3.1	-3.0	-2.8	-2.7	-2.6	-2.4	-2.3	-2.2						
-2		-110.0	-55.0	-36.7	-27.5	-22.0	-18.3	-15.7	-13.8	-12.2	-11.0	-10.0	-9.2	-8.5	-7.9	-7.3	-6.9	-6.5	-6.1	-5.8	-5.5	-5.2	-5.0	-4.8	-4.6						
-3		-330.0	-110.0	-66.0	-47.1	-36.7	-30.0	-25.4	-22.0	-19.4	-17.4	-15.7	-14.3	-13.2	-12.2	-11.4	-10.6	-10.0	-9.4	-8.9	-8.5	-8.0	-7.7	-7.3	-7.0						
-4			-220.0	-110.0	-73.3	-55.0	-44.0	-36.7	-31.4	-27.5	-24.4	-22.0	-20.0	-18.3	-16.9	-15.7	-14.7	-13.8	-12.9	-12.2	-11.6	-11.0	-10.5	-10.0	-9.6						
-5			-550.0	-183.3	-110.0	-78.6	-61.1	-50.0	-42.3	-36.7	-32.4	-28.9	-26.2	-23.9	-22.0	-20.4	-19.0	-17.7	-16.7	-15.7	-14.9	-14.1	-13.4	-12.8	-12.2						
-6				-330.0	-165.0	-110.0	-82.5	-66.0	-55.0	-47.1	-41.3	-36.7	-33.0	-30.0	-27.5	-25.4	-23.6	-22.0	-20.6	-19.4	-18.3	-17.4	-16.5	-15.7	-15.0						
-7				-770.0	-256.7	-154.0	-110.0	-85.6	-70.0	-59.2	-51.3	-45.3	-40.5	-36.7	-33.5	-30.8	-28.5	-26.6	-24.8	-23.3	-22.0	-20.8	-19.7	-18.8	-17.9						
-8					-440.0	-220.0	-146.7	-110.0	-88.0	-73.3	-62.9	-55.0	-48.9	-44.0	-40.0	-36.7	-33.8	-31.4	-29.3	-27.5	-25.9	-24.4	-23.2	-22.0	-21.0						
-9					-990.0	-330.0	-198.0	-141.4	-110.0	-90.0	-76.2	-66.0	-58.2	-52.1	-47.1	-43.0	-39.6	-36.7	-34.1	-31.9	-30.0	-28.3	-26.8	-25.4	-24.1						
-10						-550.0	-275.0	-183.3	-137.5	-110.0	-91.7	-78.6	-68.8	-61.1	-55.0	-50.0	-45.8	-42.3	-39.3	-36.7	-34.4	-32.4	-30.6	-28.9	-27.5						
-11						-1210.0	-403.3	-242.0	-172.9	-134.4	-110.0	-93.1	-80.7	-71.2	-63.7	-57.6	-52.6	-48.4	-44.8	-41.7	-39.0	-36.7	-34.6	-32.7	-31.0						
-12							-660.0	-330.0	-220.0	-165.0	-132.0	-110.0	-94.3	-82.5	-73.3	-66.0	-60.0	-55.0	-50.8	-47.1	-44.0	-41.3	-38.8	-36.7	-34.7						
-13							-1430.0	-476.7	-286.0	-204.3	-158.9	-130.0	-110.0	-95.3	-84.1	-75.3	-68.1	-62.2	-57.2	-53.0	-49.3	-46.1	-43.3	-40.9	-38.6						
-14								-770.0	-385.0	-256.7	-192.5	-154.0	-128.3	-110.0	-96.3	-85.6	-77.0	-70.0	-64.2	-59.2	-55.0	-51.3	-48.1	-45.3	-42.8						
-15									-1650.0	-550.0	-330.0	-235.7	-183.3	-150.0	-126.9	-110.0	-97.1	-86.8	-78.6	-71.7	-66.0	-61.1	-56.9	-53.2	-50.0	-47.1					
-16										-880.0	-440.0	-293.3	-220.0	-176.0	-146.7	-125.7	-110.0	-97.8	-88.0	-80.0	-73.3	-67.7	-62.9	-58.7	-55.0	-51.8					
-17											-1870.0	-623.3	-374.0	-267.1	-207.8	-170.0	-143.8	-124.7	-110.0	-98.4	-89.0	-81.3	-74.8	-69.3	-64.5	-60.3	-56.7				
-18												-990.0	-495.0	-330.0	-247.5	-198.0	-165.0	-141.4	-123.8	-110.0	-99.0	-90.0	-82.5	-76.2	-70.7	-66.0	-61.9				
-19													-2090.0	-696.7	-418.0	-298.6	-232.2	-190.0	-160.8	-139.3	-122.9	-110.0	-99.5	-90.9	-83.6	-77.4	-72.1	-67.4			
-20														-1100.0	-550.0	-366.7	-275.0	-220.0	-183.3	-157.1	-137.5	-122.2	-110.0	-100.0	-91.7	-84.6	-78.6	-73.3			
-21															-2310.0	-770.0	-462.0	-330.0	-256.7	-210.0	-177.7	-154.0	-135.9	-121.6	-110.0	-100.4	-92.4	-85.6	-79.7		
-22																-1210.0	-605.0	-403.3	-302.5	-242.0	-201.7	-172.9	-151.3	-134.4	-121.0	-110.0	-100.8	-93.1	-86.4		
-23																	-2530.0	-843.3	-506.0	-361.4	-281.1	-230.0	-194.8	-168.7	-153.2	-140.5	-130.0	-121.2	-112.9	-104.2	
-24																		-1320.0	-660.0	-440.0	-330.0	-264.0	-220.0	-188.6	-165.0	-146.7	-132.0	-120.0	-110.0	-101.5	
-25																			-2750.0	-916.7	-550.0	-392.9	-305.6	-250.0	-211.5	-183.3	-161.8	-144.7	-131.0	-119.6	-110.0





