

	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!
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21								