

11-22-65

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|--------|------|------|------|------|------|
| lbs MS | 120 | 122 | 124 | 162 | 162+ |
| Profit | 6225 | 6250 | 6275 | 6750 | 6750 |

each extra lb meat $\frac{\$25}{2lb} = \$12.50/lb.$

= Shadow Price

See Sensitivity Report!

Dept Store Problem

Objective: ~~Max # Cust~~

$$\text{Max \# Cust} = 14,000 \cdot D + 24,000 \cdot P + 18,000 \cdot N$$

Constraints:

| | USED | Avail. |
|-------|-------------------------|---------------|
| \$ | $1000D + 2000P + 1500N$ | $\leq 20,000$ |
| Total | $D + P + N$ | ≤ 15 |

$D = \# \text{ Daytime}$ $P = \# \text{ Prime time}$ $N = \# \text{ Late Night.}$