Live Worksheet on application of sales promotion

Objective: investigate how to maximize profit of two products.

Problem: Saeed wants to maximize profit for his Business. He sells a toy car for AED300 and a plane toy for AED400. He will give customers AED10 coupon off and a number of sales discounts percent. As His accountant, assist him to decide the order he should use discounts and coupons.

Strategy to calculate discount: Multiply complement discount percent by the sum of prices. The discount percent is 5%.

Step 1: Calculate the discounts then coupons

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Step 2: Calculate the coupons then discounts

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