

After a Price Increase, what percentage drop in unit sales will result in the same \$ Contribution Margin?

		Contribution Margin										
		10.00%	15.00%	20.00%	25.00%	30.00%	35.00%	40.00%	45.00%	50.00%	55.00%	60.00%
Price Increase	2%	16.67%	11.75%	9.09%	7.41%	6.25%	5.41%	4.76%	4.26%	3.85%	3.51%	3.23%
	3%	23.08%	16.67%	13.04%	10.71%	9.09%	7.89%	6.98%	6.25%	5.66%	5.71%	4.76%
	4%	28.57%	21.05%	16.67%	13.79%	11.76%	10.26%	9.09%	8.16%	7.41%	6.78%	6.25%
	5%	33.33%	25.00%	20.00%	16.67%	14.29%	12.50%	11.11%	10.00%	9.09%	8.33%	7.89%
	10%	50.00%	40.00%	33.33%	28.57%	25.00%	22.22%	20.00%	18.18%	16.67%	15.38%	14.29%
	15%	60.00%	50.00%	42.86%	37.50%	33.33%	30.00%	27.27%	25.00%	23.08%	21.43%	20.00%
	20%	66.67%	57.14%	50.00%	44.44%	40.00%	36.36%	33.33%	30.77%	28.57%	26.67%	25.00%
	25%	71.43%	62.50%	55.56%	50.00%	45.45%	41.67%	38.46%	35.71%	33.33%	31.25%	29.41%
	30%	75.00%	66.67%	60.00%	54.55%	50.00%	46.15%	42.86%	40.00%	37.50%	35.29%	33.33%

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After a Price Decrease, what percentage increase in unit sales will be necessary to result in the same \$ Contribution Margin?

		Contribution Margin										
		10.00%	15.00%	20.00%	25.00%	30.00%	35.00%	40.00%	45.00%	50.00%	55.00%	60.00%
Price Decrease	2.00%	25.00%	15.38%	11.11%	8.70%	7.14%	6.06%	5.26%	4.65%	4.17%	3.77%	3.45%
	3.00%	42.86%	25.00%	17.65%	13.64%	11.11%	9.38%	8.11%	7.14%	6.38%	5.77%	5.26%
	4.00%	66.67%	36.36%	25.00%	19.05%	15.38%	12.90%	11.11%	9.76%	8.70%	7.84%	7.14%
	5.00%	100.00%	50.00%	33.33%	25.00%	20.00%	16.67%	14.29%	12.50%	11.11%	10.00%	9.09%
	10.00%	Not Possible	200.00%	100.00%	66.67%	50.00%	40.00%	33.33%	28.57%	25.00%	22.22%	20.00%
	15.00%	Not Possible	Not Possible	300.00%	150.00%	100.00%	75.00%	60.00%	50.00%	42.86%	37.50%	33.33%
	20.00%	Not Possible	Not Possible	Not Possible	400.00%	200.00%	133.33%	100.00%	80.00%	66.67%	57.14%	50.00%
	25.00%	Not Possible	Not Possible	Not Possible	Not Possible	500.00%	250.00%	166.67%	125.00%	100.00%	83.33%	71.43%
	30.00%	Not Possible	Not Possible	Not Possible	Not Possible	Not Possible	600.00%	300.00%	200.00%	150.00%	120.00%	100.00%

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