

Selling a Single size cup	P1: Past Month	P2: Current Month	ΔP = P2-P1
Number of Hours	100	100	0
Selling Price for a cup	\$3.50	\$3.50	0
Price Promotion 50¢,	0	0	0
Quantity Promotion 50%	0	0	0
Advertising General Awareness	1	1	0
Number of Radio Spots per week	5	5	0
Quality of Coffee, 12,3*	2*	2*	0
Number of Servers	20	20	0
Customer Awareness	60%	70%	+10%
Quantity Sold	2,000	2,200	200
Revenue	\$8,000	\$8,580	\$580
Gross Margin (profit)	\$7,200	\$7,722	\$522
Cumulative Net Income (Profit)	\$4,000	\$3,800	-\$200
Customer Satisfaction	75.2	70.2	5.2

Selling a Single size cup at a constant mix except for promotions	P1: Past Month	P2: Current Month	ΔP = P2-P1
Price Promotion 50¢,	0	0	0
Quantity Promotion 50%	1	0	-1
Advertising General Awareness	3	4	+1
Number of Radio Spots	20	20	0
Cumulative Promotion Expense	11,200	11,200	0
Customer Awareness	80%	87%	+07%
Quantity Sold	10,000	12,000	2000
Revenue	\$32,000	\$36,000	\$4,000
Gross Margin (profit)	\$28,800	\$30,000	\$1,800
Cumulative Net Income (Profit)	\$4,000	\$3,800	-\$200
Customer Satisfaction	75.2	70.2	5.2