

Making Maximum Revenues From Control Units

So far, we've seen the percentage of people willing to get control units when they are offered in various ways. Naturally, the research shows that to sell or rent the most units, the price should be as low as possible.

But getting the most people to buy or rent controls is not necessarily the true goal for a control unit manufacturer. Getting the most revenue is. Does charging more result in greater revenues, even though demand is decreased?

This section explores strategies for making maximum revenue from controls. Revenue projections are made here for two of the control unit scenarios just presented:

Scenario 3 - Demand when consumers can only **buy** any of the three units, but can't rent them.

Scenario 4 - Demand when consumers can only **rent** any of the three units, but can't buy them.

Any conclusions drawn about Scenarios 1 and 2 are similar to those from Scenarios 3 and 4.