

Some teenagers want to raise money by making and selling a new magazine.

They conduct a survey to find out how the selling price might affect the number of people that will buy it.

They ask the following question to 100 people:

**"How much would you be prepared to pay for this magazine?"**



This is what they find:

Selling price (£)	0	0.50	1.00	1.50	2.00	2.50
Number of people who would buy it at this price.	100	82	60	42	18	0

Each magazine costs 10 pence to make.

What should the selling price be in order to make the most money?

Suppose production costs increase... how will this affect your answer?

**Using a spreadsheet**

Kim has started to solve this problem with a spreadsheet.

See if you can work out what she has done and use the spreadsheet to solve the problem. (Start by changing Kim's name to your own!)

**Kim's spreadsheet**

Cost of making each magazine (in pence)	10	10	10	10	10	10
Selling price (£)	0.00	0.50	1.00	1.50	2.00	2.50
Number of people that will buy it	100	82	60	42	18	0
Money we get from selling this number (£)						
Cost of making this number (£)						
Total profit we make (£)						

  

**How profit depends on the selling price**