

### Revenue

The profit is the difference between the revenue (sales) and the cost, if  $x$  units are produced and sold, we can write the following:  $P(x) = R(x) - C(x)$  Where:  $P(x)$  = profit from sale of  $x$  units.  $R(x)$  = revenue from sale of  $x$  units  $C(x)$  = cost of production and sale of  $x$  units Revenue = (price per unit)(number of units)=  $p \cdot q$  The cost is composed of two parts, fixed costs and variable costs: • Fixed costs such as rent, utilities... remain constant regardless of the number of units produced. • Variable costs are those directly related to the number of units produced. In general: Cost = Variable costs + fixed costs • Break-Even Point: the point where revenue equals cost  $R(x) = C(x)$ .

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### hefaif

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### kmdsfv

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