

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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