Sales Potential

Numeric Response

1. Potential purchasers, individual rate of purchases, and market size determine the sales potential of a product.

Annual Sales Potential = Estimated Market Size x Individual Rate of Purchase x Percent of Potential **Purchasers**

 $Market_Share = \frac{Total_Product_Sales}{Total_Market_Sales}$

Using the table below, what is the percent of potential purchasers for the motor oil? Express your answer to the nearest tenth of a percent.

Product	Number in Sample	Number of Potential Purchasers	Percent of Potential Purchasers	Estimated Market Size	Individual Rate of Purchase	Annual Sales Potential
	14.400	0.704	/	52 500 000	per rear	
Soap	14,400	2,784		52,500,000	16 bars	
Computer game	14,700	6,333		39,000,000	5 games	
Detergent	10,100	2,985	in the second	20,900,000	7 sticks	
Motor oil	11,600	2,206	14	26,200,000	7 bottles	

Annual Sales Potential =

Estimated Market Size x Individual Rate of Purchase x Percent of Potential Purchasers

 $Market_Share = \frac{Total_Product_Sales}{Total_Market_Sales}$

Using the table below, what is the percent of potential purchasers for the computer game? Express your answer to the nearest tenth of a percent.

Product	Number in Sample	Number of Potential Purchasers	Percent of Potential Purchasers	Estimated Market Size	Individual Rate of Purchase	Annual Sales Potential
			80.		per Year	
Soap	3,600	639	19	20,100,000	19 bars	
Computer game	11,000	2,497	9	29,600,000	2 games	
Detergent	10,200	2,335	/	29,200,000	8 sticks	
Motor oil	10,300	4,088		52,100,000	12 bottles	

Annual Sales Potential =

Estimated Market Size x Individual Rate of Purchase x Percent of Potential Purchasers

 $Market_Share = \frac{Total_Product_Sales}{Total_Market_Sales}$

Using the table below, what is the annual sales potential for the computer game to the nearest whole number?

Product	Number in Sample	Number of Potential Purchasers	Percent of Potential Purchasers	Estimated Market Size	Individual Rate of Purchase per Year	Annual Sales Potential
Soap	6,300	2,498	39.7%	43,600,000	10 bars	
Computer game	5,700	2,662	46.7	38,000,000	5 games	
Detergent	7,100	2,892	40.7	35,100,000	2 sticks	
Motor oil	6,100	2,420	39.7	21,800,000	10 bottles	

Annual Sales Potential =

Estimated Market Size x Individual Rate of Purchase x Percent of Potential Purchasers

 $Market_Share = \frac{Total_Product_Sales}{Total_Market_Sales}$

Using the table below, what is the annual sales potential for the soap to the nearest whole number?

Product	Number in Sample	Number of Potential Purchasers	Percent of Potential Purchasers	Estimated Market Size	Individual Rate of Purchase	Annual Sales Potential
C	12 400	(2)7	17 50/	44 200 000	per Year	
Soap	13,400	6,367	47.5%	44,300,000	16 bars	
Computer game	10,500	2,799	26.7	31,500,000	4 games	
Detergent	2,300	1,079	46.9	41,800,000	4 sticks	
Motor oil	5,500	815	14.8	30,900,000	8 bottles	

Annual Sales Potential =

Estimated Market Size x Individual Rate of Purchase x Percent of Potential Purchasers

 $Market_Share = \frac{Total_Product_Sales}{Total_Market_Sales}$

Using the table below, what is the annual sales potential for the motor oil to the nearest whole number?

Product	Number in Sample	Number of Potential	Percent of Potential	Estimated Market	Individual Rate of	Annual Sales
	in Sumple	Purchasers	Purchasers	Size	Purchase per Year	Potential
Soap	3,100	889	28.7%	40,000,000	15 bars	
Computer game	12,400	5,691	45.9	44,400,000	3 games	
Detergent	2,900	387	13.3	44,600,000	4 sticks	
Motor oil	5,800	2,859	49.3	55,800,000	10 bottles	

6. Potential purchasers, individual rate of purchases, and market size determine the sales potential of a product.

Annual Sales Potential = Estimated Market Size x Individual Rate of Purchase x Percent of Potential Purchasers

 $Market_Share = \frac{Total_Product_Sales}{Total_Market_Sales}$

Your company sells pink flamingos. Last year sales totaled \$89.2 million. The total market sales were \$15.2 billion. What was your company's market share? Express your answer to the nearest hundredth of a percent.

Annual Sales Potential = Estimated Market Size x Individual Rate of Purchase x Percent of Potential Purchasers

 $Market_Share = \frac{Total_Product_Sales}{Total_Market_Sales}$

Your company sells lawn gnomes. Last year sales totaled \$88.6 million. The total market sales were \$17.4 billion. What was your company's market share? Express your answer to the nearest hundredth of a percent.

8. Potential purchasers, individual rate of purchases, and market size determine the sales potential of a product.

Annual Sales Potential = Estimated Market Size x Individual Rate of Purchase x Percent of Potential Purchasers

$$Market_Share = \frac{Total_Product_Sales}{Total_Market_Sales}$$

Your company sells waving arm guys. Last year sales totaled \$86 million. The total market sales were \$15.9 billion. What was your company's market share? Express your answer to the nearest hundredth of a percent.

Sales Potential Answer Section

NUMERIC RESPONSE

- 1. ANS: 19.0
 - PTS: 1
- 2. ANS: 22.7

PTS: 1

- 3. ANS: 88,730,000
 - PTS: 1
- 4. ANS: 336,680,000

PTS: 1

- 5. ANS: 172,200,000
 - PTS: 1
- 6. ANS: 0.59

PTS: 1

- 7. ANS: 0.51
 - PTS: 1
- 8. ANS: 0.54

PTS: 1