# **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 soap? 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
					per Year	
Soap	10,800	2,778		41,000,000	16 bars	
Computer game	6,900	1,064		48,100,000	3 games	
Detergent	13,900	4,356	and .	37,500,000	7 sticks	
Motor oil	9,600	3,016	14	34,900,000	6 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 detergent? 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
			X	1	per Year	
Soap	5,600	407	19	22,500,000	8 bars	
Computer game	8,800	4,271	9	30,900,000	5 games	
Detergent	12,600	2,863	/	21,800,000	6 sticks	
Motor oil	8,000	3,747		38,500,000	6 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 Purchasers	Percent of Potential Purchasers	Estimated Market Size	Individual Rate of Purchase per Year	Annual Sales Potential
Soap	15,600	3,707	23.8%	59,400,000	15 bars	
Computer game	3,700	973	26.3	25,200,000	5 games	
Detergent	5,400	1,279	23.7	49,100,000	3 sticks	
Motor oil	11,500	833	7.2	48,300,000	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 per Year	Annual Sales Potential
Soap	14,800	6,043	40.8%	57,000,000	16 bars	
Computer game	4,000	785	19.6	50,300,000	4 games	
Detergent	4,100	1,394	34.0	56,300,000	8 sticks	
Motor oil	6,500	1,848	28.4	43,400,000	6 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	Number of	Percent of	Estimated	Individual	Annual
	in Sample	Potential	Potential	Market	Rate of	Sales
		Purchasers	Purchasers	Size	Purchase	Potential
			2	1	per Year	
Soap	12,100	6,032	49.9%	46,300,000	12 bars	
Computer game	5,300	2,027	38.2	27,200,000	5 games	
Detergent	4,000	1,620	40.5	45,600,000	4 sticks	
Motor oil	9,800	640	6.5	51,400,000	6 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 lawn gnomes. Last year sales totaled \$88.9 thousand. The total market sales were \$14.4 million. 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 \$86.4 million. The total market sales were \$16.3 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 pink flamingos. Last year sales totaled \$85.2 thousand. The total market sales were \$18.7 million. 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: 25.7
  - PTS: 1
- 2. ANS: 22.7

PTS: 1

- 3. ANS: 212,058,000
  - PTS: 1
- 4. ANS: 372,096,000

PTS: 1

- 5. ANS: 277,244,400
  - PTS: 1
- 6. ANS: 0.62
  - PTS: 1
- 7. ANS: 0.53
  - PTS: 1
- 8. ANS: 0.46

PTS: 1