

الجزء الخامس
الإستراتيجيات التسويقية Marketing Strategies

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.Mutual Interdependence

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Joint Profit

.Maximization

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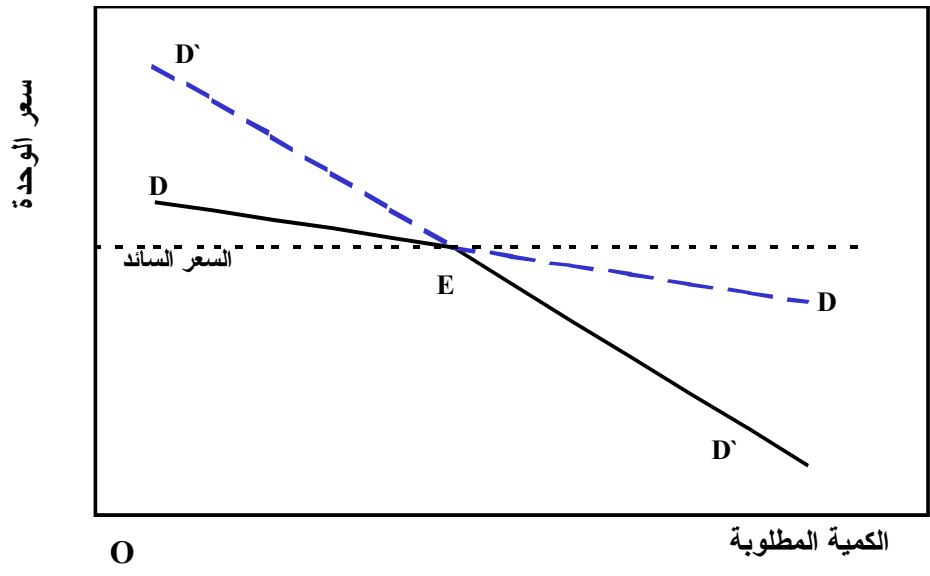
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Price Policies

Mark up



DD

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. Kinked Demand Curve

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Cartel

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) Leader

Followers

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$$D = a + b P$$
$$D = 1200 - 10 P$$

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$$= \quad =D$$

$$=a$$

$$=b$$

$$= P$$

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$$TR= P \cdot D$$

(TR)

$$TR= P (1200- 10P)$$

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$$TC= FC + Vc1 \cdot D$$

$$TC= 8400+30 (1200 - 10 P)$$

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$$=TC$$

$$=FC$$

$$=VC1$$

$$= \quad =D$$

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$$PR= TR - TC.$$

$$]1600 + 30 (1200 - 10 P) [PR = P (1200 - 10 P) -$$

:

$$=PR$$

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$$PR= 1500P - 10 p^2 - 120000$$

: -

P

$$0 = 1500 - 20 P - 0$$

$$P = 75.$$

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$$D = 1200 - (10 - 75) = 450$$

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$$PR = TR - TC$$

$$PR = 33750 - 29500 = 4250$$

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$$\begin{aligned} \text{TR} &= \text{TC} \\ \text{P} \cdot \text{D} &= \text{FC} + \text{VC} \\ 1000 \text{P} &= 20000 + 2000 \text{D} \\ 1000 \text{P} &= 22000 \\ \text{P} &= 22000/1000 = 22 \end{aligned}$$

Product Policies سياسات المنتج

Tangible

Intangible

Product Differentiation :

Packaging ()

Primary Package

Secondary Package

Shopping Package

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Labeling

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Promotion

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