

Se sua atual margem de lucro é de									
	20%	25%	30%	35%	40%	45%	50%	55%	60%
E você reduz o preço em	Para ter o mesmo lucro, o volume de vendas deve crescer:								
2%	11%	9%	7%	6%	5%	5%	4%	4%	3%
4%	25%	19%	15%	13%	11%	10%	9%	8%	7%
6%	43%	32%	25%	21%	18%	15%	14%	12%	11%
8%	67%	47%	36%	30%	25%	22%	19%	17%	15%
10%	100%	67%	50%	40%	33%	29%	25%	22%	20%
12%	150%	92%	67%	52%	43%	36%	32%	28%	25%
14%	233%	127%	88%	67%	54%	45%	39%	34%	30%
16%	400%	178%	114%	84%	67%	55%	47%	41%	36%
18%	900%	257%	160%	106%	82%	67%	56%	49%	43%
20%	---	400%	200%	133%	100%	80%	67%	57%	50%
25%	---	---	500%	250%	167%	125%	100%	83%	71%
30%	--	---	---	600%	300%	200%	150%	120%	100%