



JOE

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- Distance from consumer affects the willingness to make a purchase

BUT

- Location affects car price

SO

- Relate discounts to locations and determine favorability of purchase based on a customer's willingness to save money and willingness to travel

* How important is a low price to you?

Not Important

Somewhat Important

Very Important

Crucial

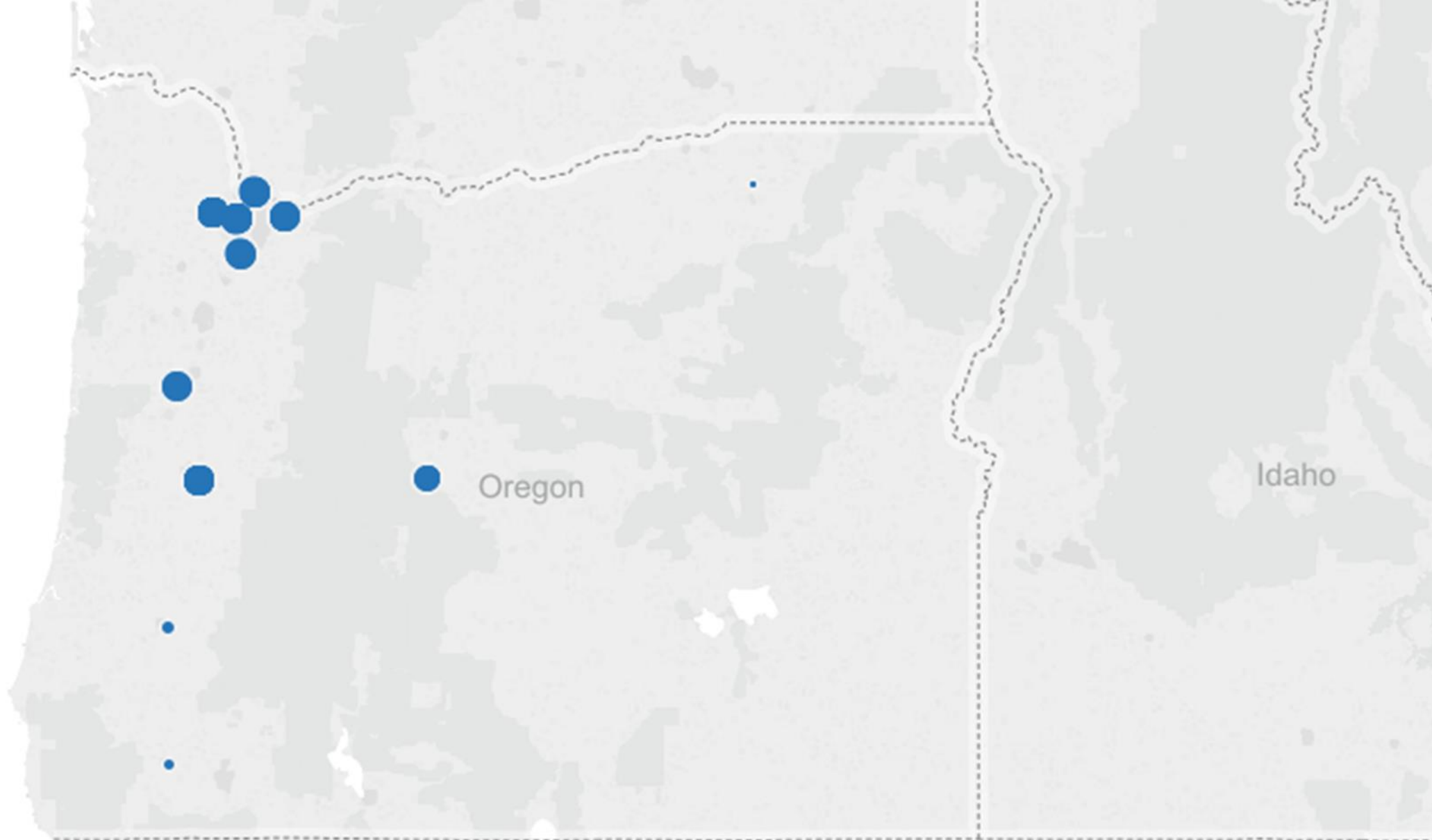
* How important is it that the car you buy be close to you?

Not Important

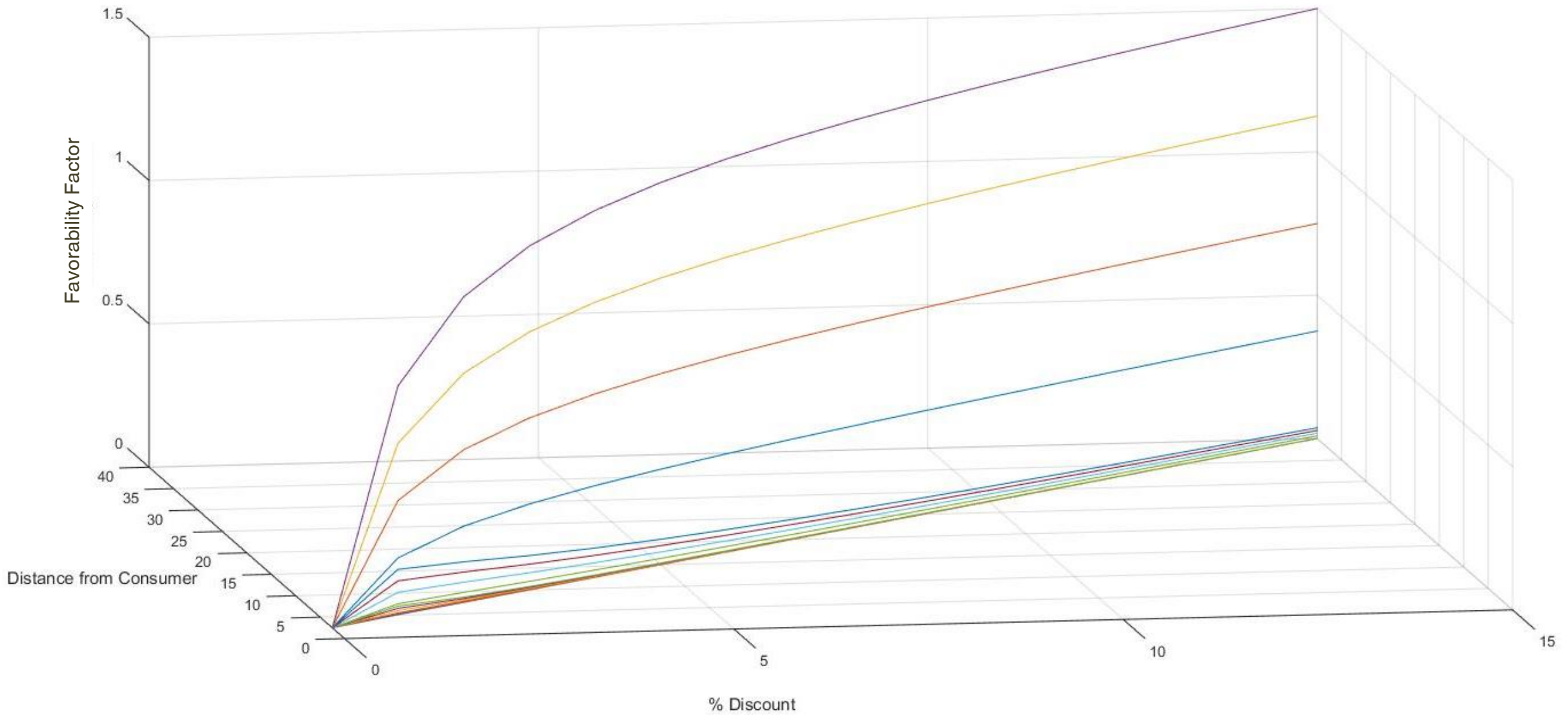
Somewhat Important

Very Important

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$$\% \text{ Discount} = 1 - \frac{\text{Price Bought}}{\text{MSRP}} \cdot 100$$



$$FF = \frac{(\% \text{ Discount})(I_P)}{(\text{Distance from Consumer})^{I_D}}$$