

*LP Formulation Exercise*

Bisco's new sugar-free, fat-free chocolate squares are so popular that the company cannot keep up with demand. Regional demands shown in the following table total 2000 cases per week, but Bisco can produce only 60% of that number.

	North-east	South-east	Mid-west	West
Demand (cases)	<b>620</b>	<b>490</b>	<b>510</b>	<b>380</b>
Profit/case	<b>1.60</b>	<b>1.40</b>	<b>1.90</b>	<b>1.20</b>

The table also shows the different profit levels per case experienced in the region due to competition and consumer tastes. Bisco wants to find a maximum profit plan that fulfills between 50% and 70% of each region's demand.