

**Operations Management**  
**Homework 3**  
**Solutions**

1. A tech company produces two types of gadgets: SmartWatches and FitnessBands. They aim to maximize their weekly profit considering the availability of components and production capacity. SmartWatch sells for a profit of \$40 each, and FitnessBand for \$20 each. There are two key components in producing their gadgets: microchips and sensors. Each SmartWatch requires 3 microchips and 2 sensors, while each FitnessBand requires 1 microchip and 3 sensors. The company has 400 microchips and 600 sensors available per week. Also, the company wants to ensure that at least 50% of the total gadgets are SmartWatches due to their popularity:

- a. Formulate the problem as a linear program.

The linear program formulation is given by:

$$\begin{aligned} &\text{maximize} && 40x_1 + 20x_2 \\ &\text{subject to} && \\ & && 3x_1 + 1x_2 \leq 400 \\ & && 2x_1 + 3x_2 \leq 600 \\ & && x_1 - x_2 \geq 0 \\ & && x_1, x_2 \geq 0 \end{aligned}$$

Here, the variables  $x_1$  and  $x_2$  represent the number of SmartWatches and the number of FitnessBands, respectively.

- b. Solve the linear program from part (a) above using Excel. Specifically, find the optimal number of each gadget type and the optimal profit of the tech company. Please, submit a screenshot of your Excel spreadsheet including the solver parameters, the answer report, and the sensitivity report.

By solving the linear program from part (a) above using Excel, we find that the optimal solution is to make 100 SmartWatches and 100 FitnessBands. This will yield an optimal profit of \$6000 (see the Excel screenshot including the solver parameters, the answer report, and the sensitivity report in Figure 1 below).

- c. If the profit from each SmartWatch increases to \$50, will this affect the optimal number of SmartWatches? What is the new maximum profit?

If the profit of each SmartWatch increases to \$50, then this represents an increase in profit of \$10 per SmartWatch (since the original profit was \$40). The allowable increase for SmartWatch is \$20 (see Figure 1), so then a \$10 increase is smaller than the allowable increase. As a result, the optimal solution remains the same. Therefore, the maximum profit will increase by  $\$10 \times 100 = \$1000$ . So, the new maximum profit will be \$7000.

# Operations Management Homework 3 Solutions Coursera

**L Cohen**



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