



## Keio Business School

### Game Matrix for Setting the Price of a Special Mixed Gas

Orient

Matrix with 5-yen increments

Occident

	130 yen	125 yen	120 yen	115 yen	110 yen	105 yen	100 yen	95 yen	90 yen	85 yen	80 yen
130 yen	100	135	160	175	180	175	160	135	100	50	0
125 yen	50	90	120	140	150	150	140	120	90	50	0
120 yen	0	45	80	105	120	125	120	105	80	45	0
115 yen	0	0	40	70	90	100	100	90	70	40	0
110 yen	0	0	0	35	60	75	80	75	60	35	0
105 yen	0	0	0	0	30	50	60	60	50	30	0
100 yen	0	0	0	0	0	25	40	45	40	25	0
95 yen	0	0	0	0	0	0	20	30	30	20	0
90 yen	0	0	0	0	0	0	0	15	20	15	0
85 yen	0	0	0	0	0	0	0	0	10	10	0
80 yen	0	0	0	0	0	0	0	0	0	5	0

Unit within cells: annual profit (millions of yen)

This material was created by Associate Professor Atsuomi Obayashi of Keio Business School as material for class discussion and is not intended as an example of appropriate business management.

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