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Optimal reliability, warranty and price for new products

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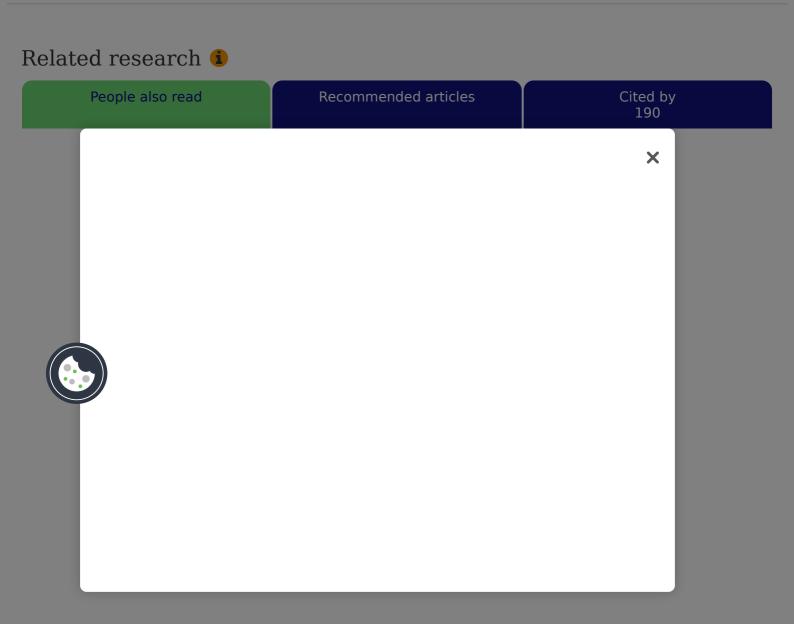
model assumes that the sale rate increases as the warranty period increases and decreases as the price increases. The maximum principle method is used to obtain optimal solutions for dynamic price and warranty situations. Finally, numerical examples are given to illustrate the proposed model.

Keywords::

Warranty cost	reliability	cumulative sales	warranty policy	maximum principle

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