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Managing an Integrated Production and Inventory System Selling to a Dual Market: Long-Term and Walk-In

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Highlights

- We study the case of a manufacturer serving a long-term and walk-in markets
- We investigate the optimal policy under static pricing for the long-term market
- We characterize the optimal pricing, production planning and inventory allocation
- We study the special cases of walk-in market static and state of the world dependent pricing
- We extend the results to the case of long-term and spot markets

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