**Biodiesel Budget Constraints**

The goal of your company is to generate the maximum profit. You will be given a starting budget of $2500, which you may use for lab equipment, biodiesel research and synthesis, fuel analysis, and advertising your product. You should find a way to minimize your expenses while also taking into consideration that creating a better product and better advertising will maximize your profit in the long run.

For your project, your biodiesel company will need to submit a copy of your expenditure report on how you spent your $2500.

**LAB EQUIPMENT COSTS**

NaOH $7.35/100 g

KOH $8.25/100 g

Vegetable oil $3.25 / 1 L

Methanol $6.15 / 500 mL

Ethanol $5.90 / 500 mL

Hot plate stirrer $500

Magnetic stirring bar $2

Erlenmeyer flask $5

Beaker $5

Pipette $22.95 / 500 count

Graduated cylinder $20

Test tube $10 / 10 count

**ADVERTISING EXPENSES COSTS**

Pamphlets $100 reaches 1000 people

Television commercial $1000 reaches 50,000 people

Billboard $500 reaches 5000 people

Radio commercial $200 reaches 10,000 people

Website ad $100 reaches 5000 people

Newspaper $100 reaches 5000 people