

1. Determinación del área de mercado

$$R_{JrzAs} = \frac{181}{1 + \sqrt{\frac{1,332,131}{23,975}}} = 21.4$$

$$R_{JrzAh} = \frac{124}{1 + \sqrt{\frac{1,332,131}{11457}}} = 10.5$$

Ciudades	Población	Distancia desde Juárez	Distancia calculada al límite de mercado	Distancia calculada al límite de mercado desde Juárez usando la Ley de Reilly
Juarez	1332131	0		
Ascensión	23975	181	21.4	181-21.40=159.6
Ahumada	11457	124	10.5	124-10.52=113.48

2. TAC

$$TAC_{4611} = \frac{2,701,000,000}{\frac{10,797,000,000}{3,556,579} \times \frac{81491}{76754}} = 839,576$$

$$TAC_{4621} = \frac{20,571,000,000}{\frac{42,148,000,000}{3,556,579} \times \frac{81491}{76754}} = 1,637,688$$

$$TAC_{4633} = \frac{248,000,000}{\frac{1,192,000,000}{3,556,579} \times \frac{81491}{76754}} = 698,394$$

$$TAC_{4641} = \frac{1,179,000,000}{\frac{3,646,000,000}{3,556,579} \times \frac{81491}{76754}} = 1,085,135$$

3. 1,367,563 personas del área comercial

4. PF

$$PF_{4611} = \frac{839,576}{1,367,563} = 0.6$$

$$PF_{4621} = \frac{1,637,688}{1,367,563} = 1.1$$

$$PF\ 4633 = \frac{698,394}{1,367,563} = 0.5$$

$$PF\ 4641 = \frac{1,085,135}{1,367,563} = 0.7$$

5. PS

$$PS\ 4611 = 1,367,563 \times 3035 \times 1.06 = 4,399,586,927$$

$$PS\ 4621 = 1,367,563 \times 11850 \times 1.06 = 17,177,958,843$$

$$PS\ 4633 = 1,367,563 \times 335 \times 1.06 = 485,621,621$$

$$PS\ 4641 = 1,367,563 \times 1025 \times 1.06 = 1,485,857,199$$