Chair of Service Operations Management

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Master-Thesis

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*Place, handover date*

**Abstract**

…

Table of Contents

List of Figures IV

List of Tables V

List of Abbreviations VI

List of Symbols *(Optional)* VII

1 Introduction 1

1.1 Problem definition and motivation 1

1.2 Ambition of the thesis 1

1.3 Thesis structure 1

2 Fundamentals 2

2.1 Basic terms 2

2.1.1 A1 2

2.1.1.1 A11 2

2.1.1.2 A12 2

2.1.1.3 A13 2

2.1.2 A2 2

2.2 Approaches in the literature 2

3 A model for optimal pricing 3

3.1 Model assumptions 3

3.2 Data basis 3

3.2.1 B1 3

3.2.2 B2 4

3.3 Optimisation model 4

3.4 Structure analysis 4

3.5 Solution procedure and aspects of implementation 4

3.6 Model evaluation 4

4 Case study 5

5 Discussion of results 6

6 Conclusion and future outlook 7

Appendix A: Sozio-demography of praticipants VIII

Appendix B: Source code IX

List of references X

Eidesstaatliche Erklärung (Affidavit) XI

# List of Figures

Figure 1: Procedure of FMR 2

# List of Tables

Table 1: Indices and variables in the modell of FMR 2

# List of Abbreviations

*Examples:*

C/D Confirmation/Disconfirmation

EM Expectation-Maximization

FM Finite Mixture

FMR Finite Mixture Regression

# List of Symbols *(Optional)*

*Examples:*

σ standard deviation

μ mean

C correlation matrix

# 

# 1 Introduction

…

## Problem definition and motivation

…

## Ambition of the thesis

…

## Thesis structure

…

# Fundamentals

…

## Basic terms

…

### A1

…

#### A11

…

#### A12

…

#### A13

…

### A2

…

## Approaches in the literature

…

# A model for optimal pricing

…

## Model assumptions

…

## Data basis

…

### B1

…

**Spezifizierung des Modells / Überprüfung der Datenbasis**

**Parameterschätzung (Softwareeinsatz)**

Newton-Raphson

EM-Algorithmus

**Bestimmung der Anzahl an Segmenten**

Informationskriterien

Klassifikationsfehler

Stabilität

Interpretierbarkeit

**Interpretation der Segmente (ergebnisabhängig)**

Koeffizienten

Demographika

Figure 1: Procedure of FMR (self-provided)

### B2

Indices and variables used within FMR are listed below in table 1.

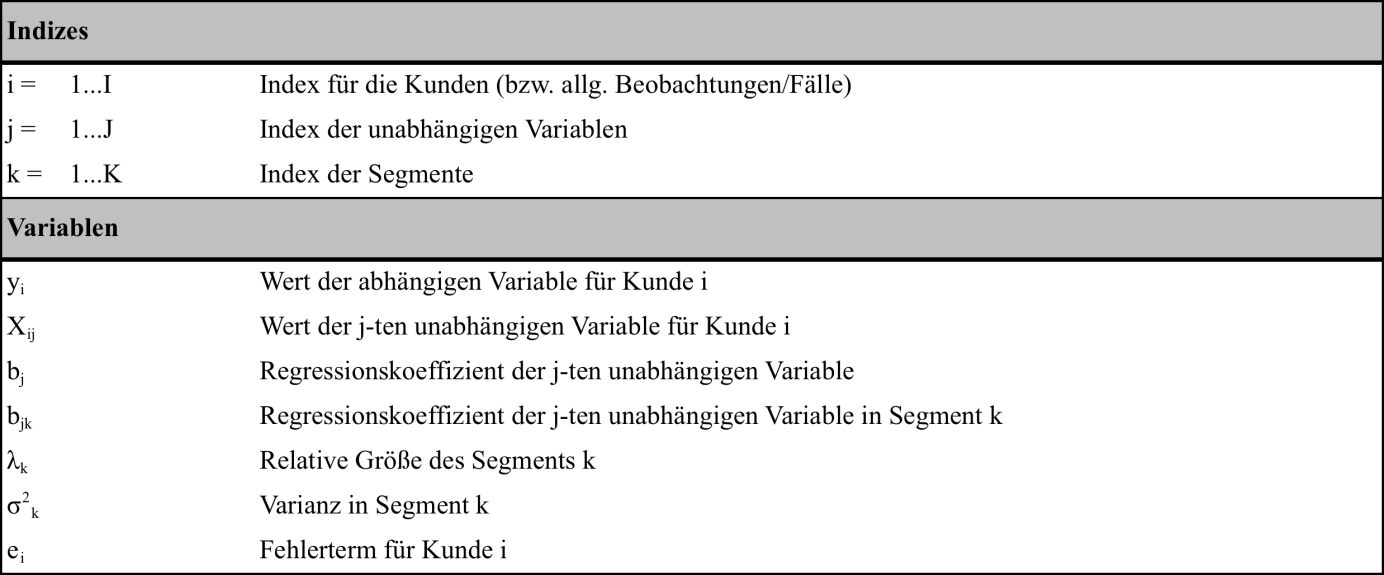


Table 1: Indices and variables in the modell of FMR

Source: Following DeSarbo/Cron (1988, p. 250ff.)

## Optimisation model

(3.1)

## Structure analysis

…

## Solution procedure and aspects of implementation

…

## Model evaluation

…

# Case study

…

# Discussion of results

…

# Conclusion and future outlook

…

# 

# Appendix A: Sozio-demography of praticipants

…

# Appendix B: Source code

…

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Place, Date

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