

已知A廠商的需求彈性為3, B廠商的需求彈性為5, 且知A、B的MC均為15元, 求最適價格。

$$P = \frac{MC}{1 - \frac{1}{|\epsilon|}} \text{ 訂價, A廠商: } P = \frac{15}{1 - \frac{1}{3}} = \frac{15}{\frac{2}{3}} = 22.5$$

$$B \text{ 廠商: } P = \frac{15}{1 - \frac{1}{5}} = \frac{15}{\frac{4}{5}} = 18.75$$