隨堂練習 **4. You are the only European firm selling vacation trips to the North Pole. You know only three customers are in the market. You offer two services, round trip airfare and a stay at the Polar Bear Hotel. It costs you 300 euros to host a traveler at the Polar Bear and 300 euros for the airfare. If you do not bundle the services, a customer might buy your airfare but not stay at the hotel. A customer could also travel to the North Pole in some other way (by private plane), but still stay at the Polar Bear. The customers have the following reservation prices 保留價格(=需求價格：願意支付的最高價格)for these services:**

Reservation Prices (in euros)		
Customer	Airfare	Hotel
1	100	800
2	500	500
3	800	100

a) If you do not bundle the hotel and airfare, what are the optimal prices *PA* and *PH*, and what profits do you earn?

Uniform Pricing/ Non-Uniform Pricing

800 會使消費者 1 購買 Hotel→廠商賺 500

(800/500)會使消費者 2 購買 Hotel 及 Airfare→廠商賺 0/廠商賺 400

800 會使消費者 3 購買 Airfare→廠商賺 500

在統一定價(800)下獲利 1000，在非統一定價(採用黃底)獲利 1400。

b) If you only sell the hotel and airfare in a bundle, what is the optimal price of the bundle *PB*, and what profits do you earn?

Bundle 搭售下的最適價格為何?

假設搭售 900 元：900-300*2=300　　300*3=900(統一定價下搭售)

額外：假設消費者一&三搭售賣 900，消費者二賣 1000 的話 廠商獲利為

300*2+400=1000

c) If you follow a strategy of mixed bundling, what are the optimal prices of the separate hotel, the separate airfare, and the bundle (*PA*, *PH*, and *PB*, respectively) and what profits do you earn?

Separete Pricing 分開銷售：800　Bundling 搭售銷售：1000

對於消費者 1&3 選擇單獨銷售，則消費者 2 提 供搭售銷售。則廠商獲利為 1400。