plus:

已知 A商需求彈性 =3

B商需求彈性 =5

A & B 的 Mc = $15

求最適 price

$$P = \frac{MC}{1 - \frac{1}{|\varepsilon|}}$$

$$A: P = \frac{15}{1 - \frac{1}{3}} = \frac{15}{\frac{2}{3}} = 22.5$$

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