maximize
$$z = \sum_{i=1}^{m} \sum_{j=1}^{n} p_j x_{ij}$$

subject to $\sum_{j=1}^{n} w_j x_{ij} \le c_i, \quad i \in M = \{1, \dots, m\}.$
 $\sum_{i=1}^{m} x_{ij} \le 1, \quad j \in N = \{1, \dots, n\},$

$$x_{ij} = 0 \text{ or } 1, \qquad i \in M, j \in N,$$