

Example 4.2

Q total profit = ?

$$M \mid N \quad \lambda \quad \mu \quad C_\mu \quad q$$

Solution  $P = U \mu q - C_\mu$

$$U = 1 - Z_0 = 1 - \frac{1-p}{1-p^{N+1}} = \frac{1-p^{N+1} - 1 + p}{1-p^{N+1}}$$

$$= \frac{p - p^{N+1}}{1-p^{N+1}}$$

$$P = \frac{p - p^{N+1}}{1-p^{N+1}} \mu q - C_\mu \quad P = \frac{\lambda}{\mu}$$

$$= \frac{\frac{\lambda}{\mu} - \frac{\lambda^{N+1}}{\mu^{N+1}}}{1 - \frac{\lambda^{N+1}}{\mu^{N+1}}} \mu q - C_\mu$$

$$= \frac{\lambda \mu (\mu^N - \lambda^N)}{\mu^{N+1} - \lambda^{N+1}} q - C_\mu$$

denote  $R = \mu^N - \lambda^N$

$$S = \mu^{N+1} - \lambda^{N+1}$$

$$p = q \lambda \mu \left( \frac{R}{S} \right) - C \mu$$

$$\frac{dp}{d\mu} = q \lambda \left( \frac{d}{d\mu} \left( \mu \cdot \frac{R}{S} \right) \right) - C$$

$$\frac{d}{d\mu} \left( \mu \cdot \frac{R}{S} \right) = \frac{R}{S} + \mu \left( \frac{R'S - RS'}{S^2} \right)$$

$$R' = N \mu^{N-1}$$

$$S' = (N+1) \mu^N$$

$$\frac{dp}{d\mu} = q \lambda \left( \frac{R}{S} + \mu \left( \frac{N \mu^{N-1} S - R(N+1) \mu^N}{S^2} \right) \right) - C$$

$$\text{let } \frac{dp}{d\mu} = 0 \quad \hat{\mu} \quad \text{Newton - Rayhson}$$

$$\frac{d^2 p}{d\mu^2} < 0 \quad \text{maximum}$$