

## 9.1-2 Menu Pricing

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Bundle 1  $q_1^*$   
Bundle 2  $q_2^*$

$$V_L(q_L) \quad V_H(q_H) \quad P_L \quad P_H$$

$$\lambda_L \quad \lambda_H \quad C(\lambda_L q_L + \lambda_H q_H)$$

$$\Pi = \lambda_H P_H + \lambda_L P_L - C(\lambda_L q_L + \lambda_H q_H)$$

$$1) C_S(q_L) \geq 0, V_L(q_L) - P_L \geq 0 \quad \} \text{Participation constraints}$$

$$2) C_S(q_H) \geq 0, V_H(q_H) - P_H \geq 0$$

$$3) C_S(q_L) \geq C_S(q_H), V(q_L) - P_L \geq V(q_H) - P_H \quad \} \text{Incentive compatibility constraints}$$

$$4) C_S(q_H) \geq C_S(q_L), V(q_H) - P_H \geq V(q_L) - P_L$$

$$1) P_L = V_L(q_L) \quad C_S(q_L) = 0$$

$$2) V_H = (q_H) - P_H = V_H(q_H) - P_L$$

$$V_H(q_H) - V_H(q_L) = P_H - P_L$$

$$P_H = V_H(q_H) - V_H(q_L) + V_L(q_L)$$

$$\Pi = \lambda_L q_L + \lambda_H q_H - C(\lambda_L q_L + \lambda_H q_H)$$

$$b_1 = \lambda_H [V_H(q_H) - V_H(q_L) + V_L(q_L)] + \lambda_L V_L(q_L) - C(\lambda_H q_H + \lambda_L q_L)$$