# PPC Calculation for Top American Burger Chains (Vickrey Auction Principle)

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| Bidder | Inequality Formula | P | P + .01 | PPC |
| Burger King | P × 0.089 × 1000 ≥ 0 | 0 | 0.01 | $0.01 |
| Wendy's | P × 0.051 × 1000 ≥ 1,157 | 22.70 | 22.71 | $22.71 |
| White Castle | P × 0.066 × 1000 ≥ 1,530 | 23.18 | 23.19 | $23.19 |
| McDonald's | P × 0.088 × 1000 ≥ 1,650 | 18.75 | 18.76 | $18.76 |