

① $u = s^\alpha (y - tx - sp)^{1-\alpha}$

$$\frac{\partial u}{\partial s} = \alpha \cdot \frac{u}{s} - (1-\alpha) \cdot \frac{u}{y - tx - sp} \cdot p = 0$$

$$\frac{\alpha}{s} = \frac{1-\alpha}{y - tx - sp} \cdot p$$

$$\frac{\alpha}{p} \cdot (y - tx) - s^\alpha = s - s^\alpha$$

$$s(p) = \frac{\alpha}{p} \cdot (y - tx) \quad z = y - ps(p) = (1-\alpha)(y - tx)$$

② $v(p, y - tx) = \left[\frac{\alpha}{p} (y - tx) \right]^\alpha \left[(1-\alpha)(y - tx) \right]^{1-\alpha}$

$$v(p, y - tx) = \alpha^\alpha (1-\alpha)^{1-\alpha} (y - tx) \cdot p^{-\alpha}$$

Solve for p ...

$$\bar{u} = \alpha^\alpha (1-\alpha)^{1-\alpha} (y - tx) p^{-\alpha}$$

$$\bar{p}(x) = \alpha \left[\frac{(1-\alpha)^{1-\alpha} (y - tx)}{\bar{u}} \right]^{1/\alpha}$$

③ $s(x) = s[\bar{p}(x)] = \frac{\alpha \cdot (y - tx)}{\alpha \left[\dots \right]} = \left[\frac{\bar{u}}{(1-\alpha)^{1-\alpha} \cdot (y - tx)^{1-\alpha}} \right]^{1/\alpha}$

④ $f(k) = k^\beta \rightarrow k(f) = f^{1/\beta}$

so we have $\pi = \underbrace{f \cdot p}_{\pi_R} - \underbrace{k \cdot c_k}_{\pi_C} = f \cdot p - f^{1/\beta} \cdot c_k$

FOC: $\frac{\partial \pi}{\partial f} = 0 = p - \frac{1}{\beta} f^{\frac{1}{\beta}-1} c_k$

$$f^*(p) = \left(\frac{\beta}{c_k} \cdot p \right)^{\frac{\beta}{1-\beta}}$$

⑤ $\pi^*(p) = f^*(p) \cdot p - f^*(p)^{1/\beta} c_k$

$$= \left(\frac{\beta}{c_k} \cdot p \right)^{\frac{\beta}{1-\beta}} \cdot p - \left(\frac{\beta}{c_k} \cdot p \right)^{\frac{1}{1-\beta}} \cdot c_k$$

$$= \left(\frac{\beta}{c_k} \right)^{\frac{\beta}{1-\beta}} p^{\frac{1}{1-\beta}} - \beta^{\frac{1}{1-\beta}} p^{\frac{1}{1-\beta}} c_k^{\frac{\beta}{1-\beta}}$$

$$\pi^*(p) = \left(\frac{\beta}{c_k} \right)^{\frac{\beta}{1-\beta}} p^{\frac{1}{1-\beta}} (1 - \beta)$$