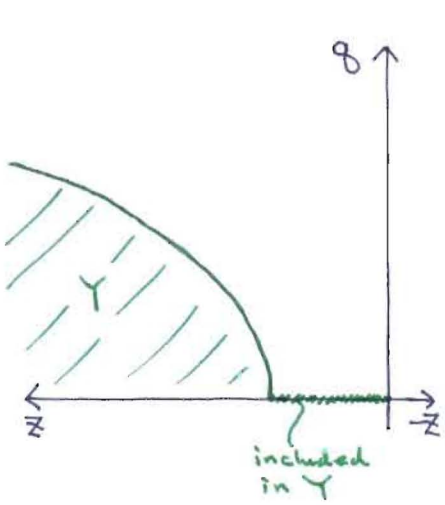
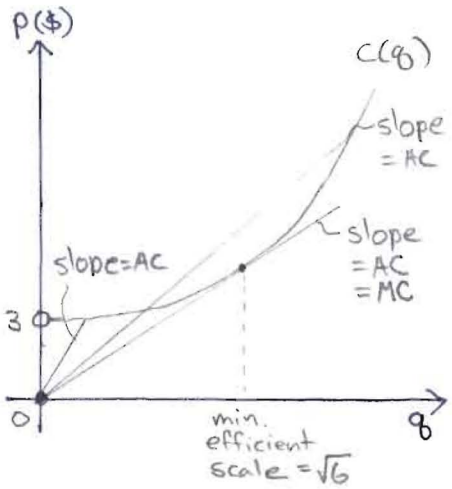
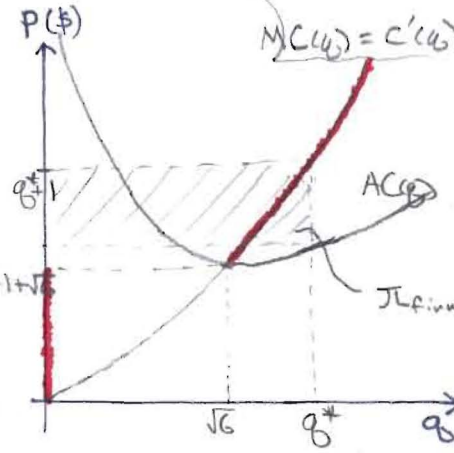
Fixed Costs

1) non-sunk

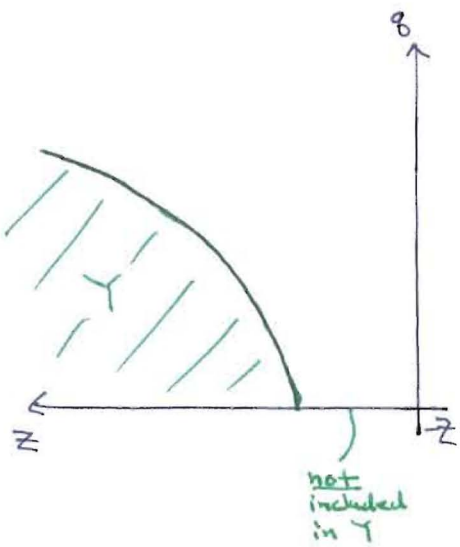


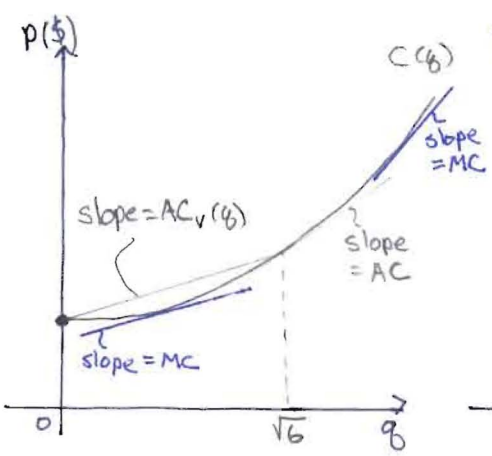


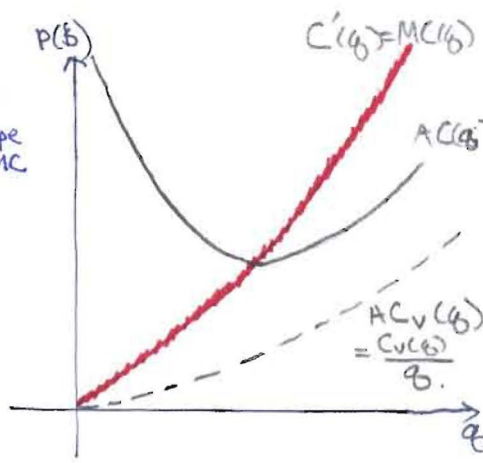


q*(p) in red.

2) sunk







q*(p) in red