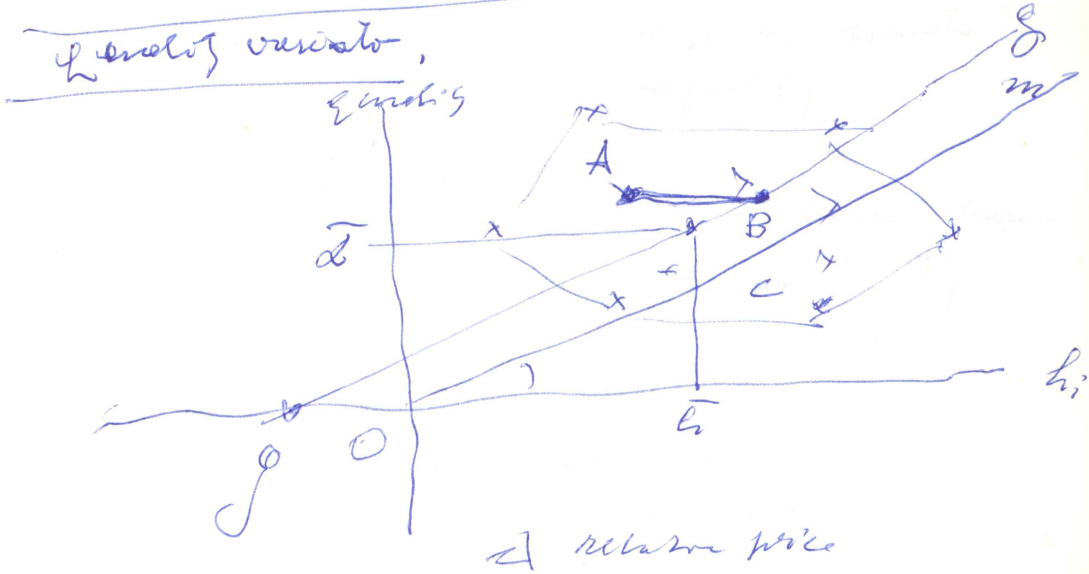


$$g_i' = g_m + d(p - p_i) \quad \left. \begin{array}{l} \text{customer} \\ \text{base} \end{array} \right\}$$

$$\frac{1}{h} = - \frac{f'}{f+d} V(h)$$



Technical distance

Resource constraint

Design configuration defines price  
(this procedure)