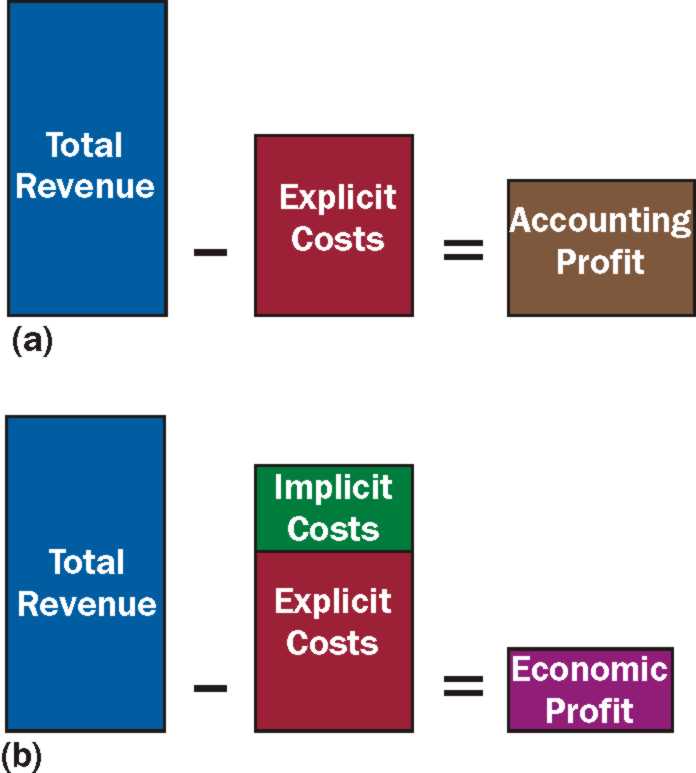
Utility Maximization Condition:

* Profit = Total Revenues – Total Cost
* Total Revenue = Price per unit \* No. of units sold



* Total costs: Sum of fixed and variable costs
* MC = ∆TC/∆Q
* AFC = TFC/Q
* AVC = TVC/Q
* ATC = TC/Q or ATC = AFC + AVC