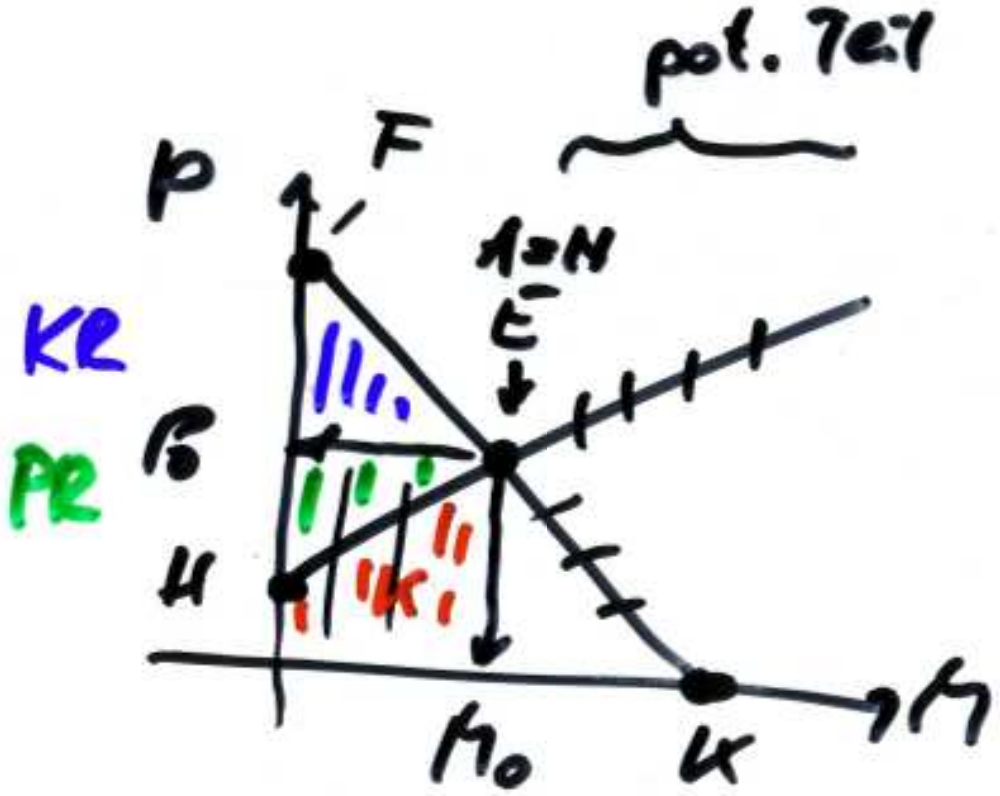

$$U = p_0 \cdot m_0$$

F - Verbotspreis / Prohibitivpreis
H - Prohibitivpreis der A
K - Sättigungsmenge