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Resale price maintenance in supply chains with general multiplicative demand

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## Abstract

We analyze a supply chain with a Resale Price Maintenance (RPM) contract in which the manufacturer sets the retail price with a general multiplicative price-demand function and prove the existence/uniqueness of an equilibrium. We compare the equilibrium prices and quantities, consumer surplus and total system welfare for the RPM and wholesale price contracts. We conclude that a manufacturer may capture a smaller share of the total supply chain profit despite her ability to set the retail price.

**Key Words.** supply chain, newsvendor, price-dependent demand, resale price maintenance, consumer surplus

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