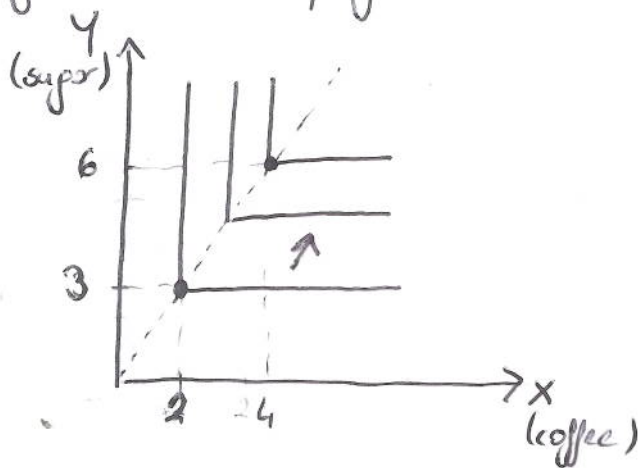


Consider a person who prefers 2 cups of coffee with 3 units of sugar. Extra coffee without sugar or extra sugar without coffee is of no value to her.

Let X represent cups of coffee & Y represent units of sugar. Then, her preferences will be of the form:



along the vertex line:
points are in the form of $(2, 3)$,
 $(4, 6)$, etc.

that is: $3x = 2y$!

hence the vertex line is $y = \frac{3}{2}x$

$$\text{Min} \{ 3x, 2y \}$$

In general if consumer prefers α units of X with β units of Y , preferences would be represented by $U(X, Y) = \min \{ \beta X, \alpha Y \}$, and the vertex line would be $y = \frac{\alpha}{\beta} X$.