

Module name: Foundations of Economics

Seminar Lecturer Name:

Khilola Dushamova

00013778

Student IDs:00014523

00014694





# Agenda

- Introduction
- 2. Non-price determinants of Demand
- 3. Non-price determinants of Supply
- 4. Price elasticity of Demand
- 5. Income elasticity of Demand
- 6. Cross-Price elasticity
- 7. Recommendations



# "TURON BUG`DOY UNI"

"Diamente group" Uzbekistan is largest flour producers in the market since **2015**.

The company started their business with **5000\$**.

This products is normal good.

(Adulhikmat +998900081114)

# "Turon bug`doy uni" supply

**100% markets,  
supermarkets,  
hypermarkets**

**70% of small  
shops**

**40% of shops in the  
regions**

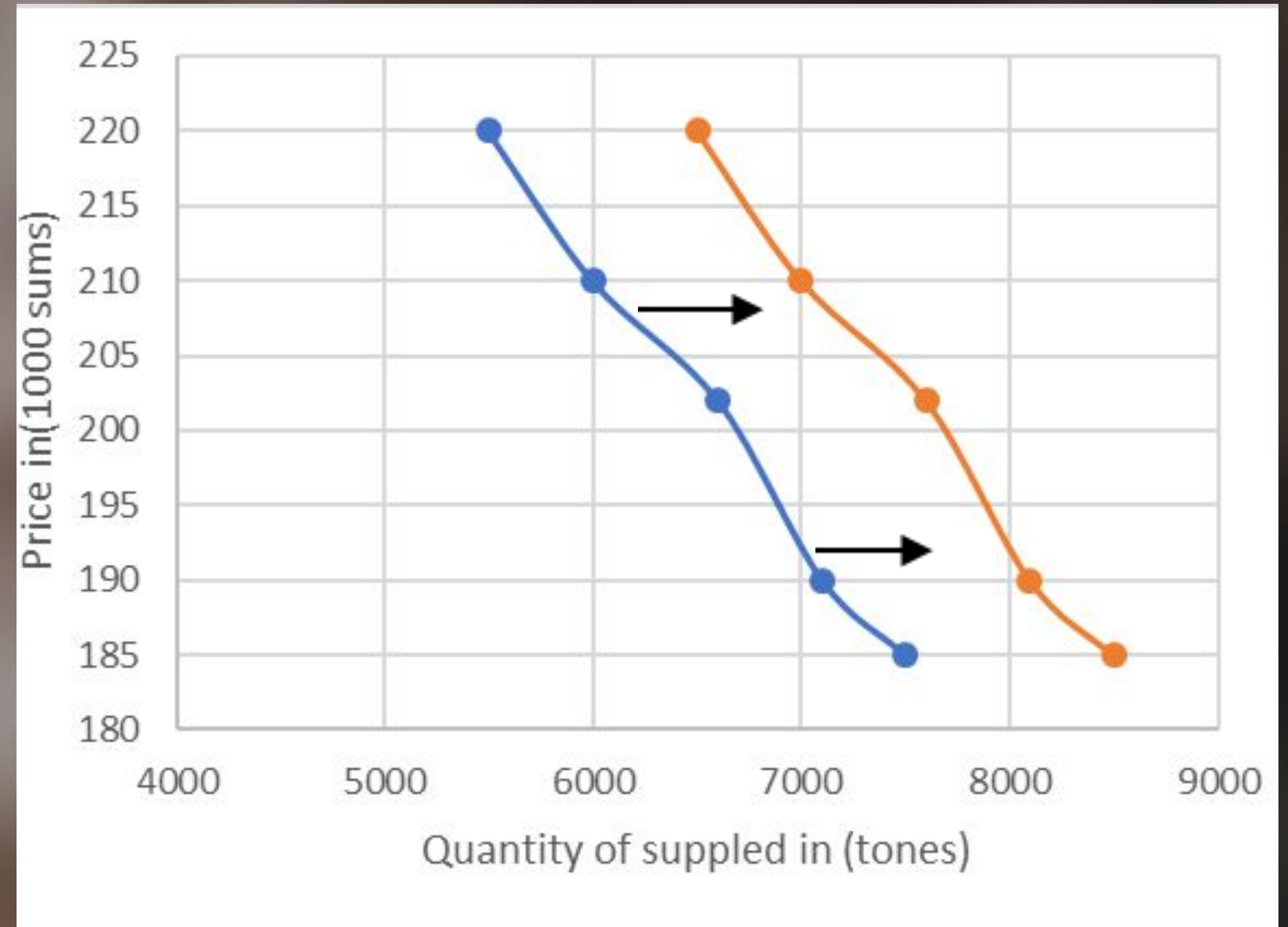




# **Non-Price determinants of Demand**

# Non-price Determinants of Demand:

## Seasonality

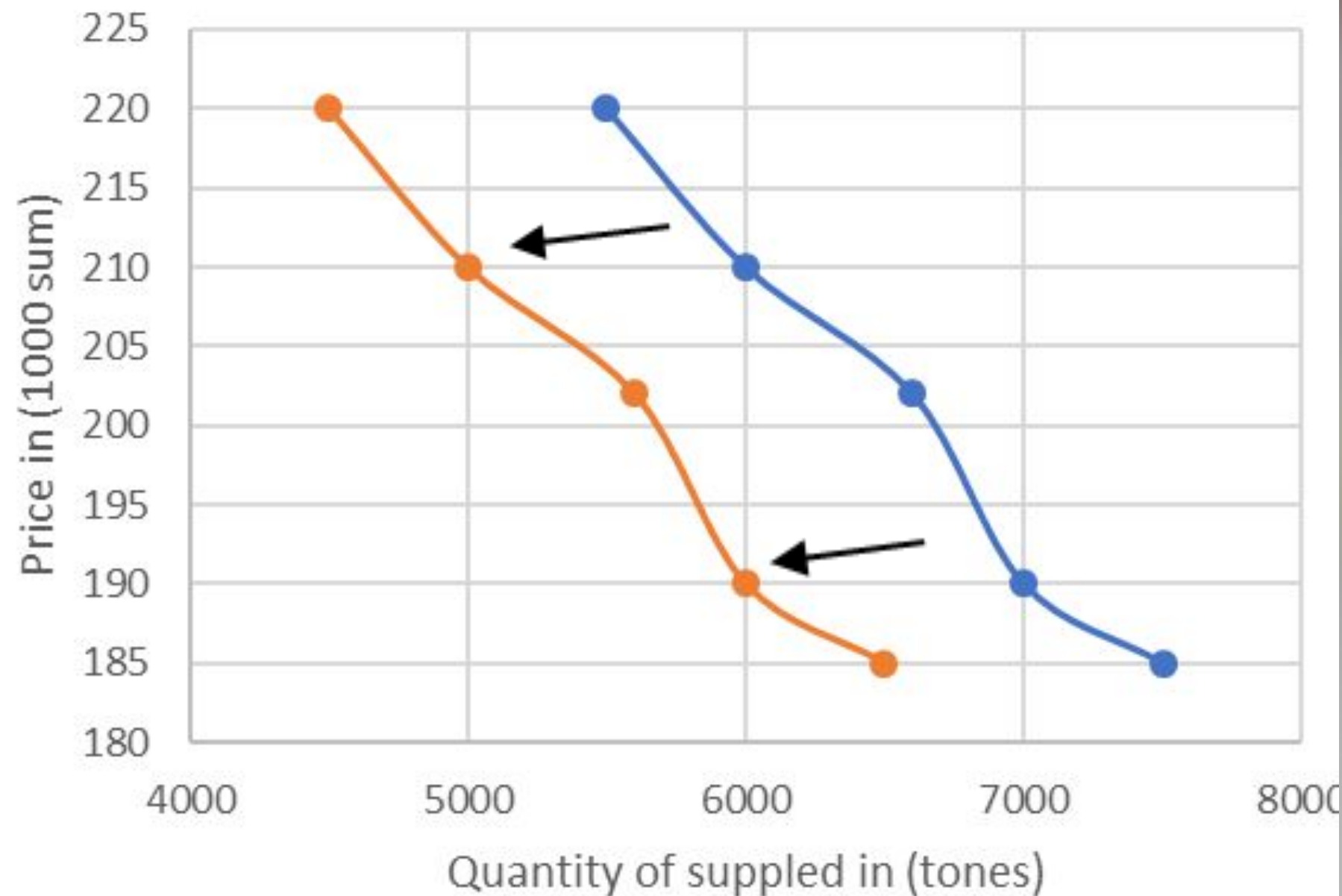


(Sloman, J. and Garratt, D., (2019)

**\* Increase in demand during wintertime**

# Non-price determinants of Demand:

## Consumer Preference



**\*Decrease in demand during summertime**



(Sloman, J. and Garratt, D., (2019))

03

# **Non-Price Determinants of Supply**

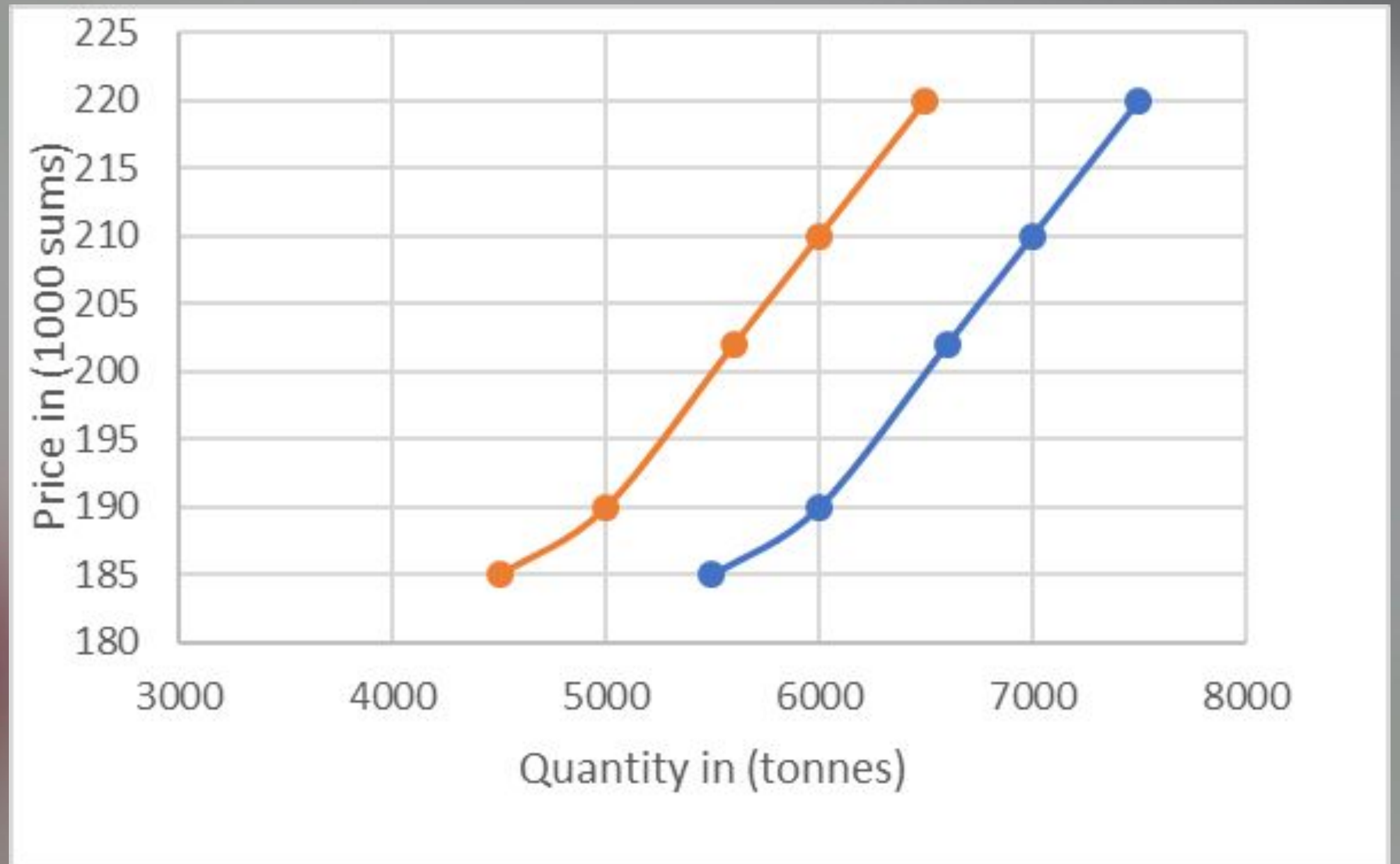




# Price of resources

The price of resources is a major factor in the rising cost of production

## Non-price determinants of Supply:



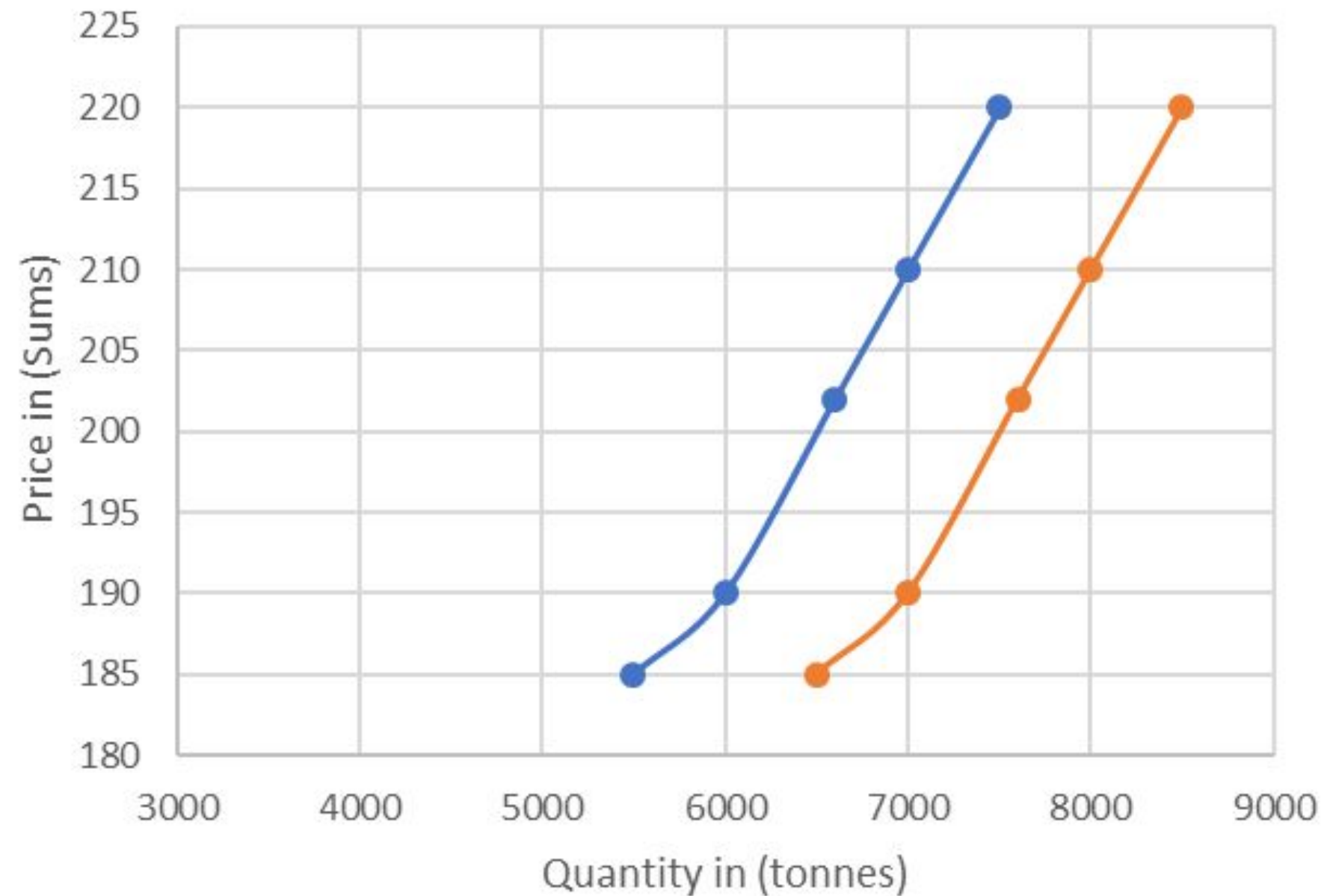
**Blue line is previous demand curve. (Qs1)**

**Orange line is leftward shift- (Qs2)**

(Sloman, J. and Garratt, D., (2019))

# Non-price determinants of Supply:

## Technology



**Blue line is previous demand curve. (Qs1)**

**Orange line is leftward shift- (Qs2)**



(Sloman, J. and Garratt, D., (2019))

04

# **Elasticit y of Demand**



# Price Elasticity of Demand

$$E_{dp} = -7/8 = -0,87$$

- “Mid-pint” method :

$$\Delta Q_{mid} / \Delta P_{mid}$$

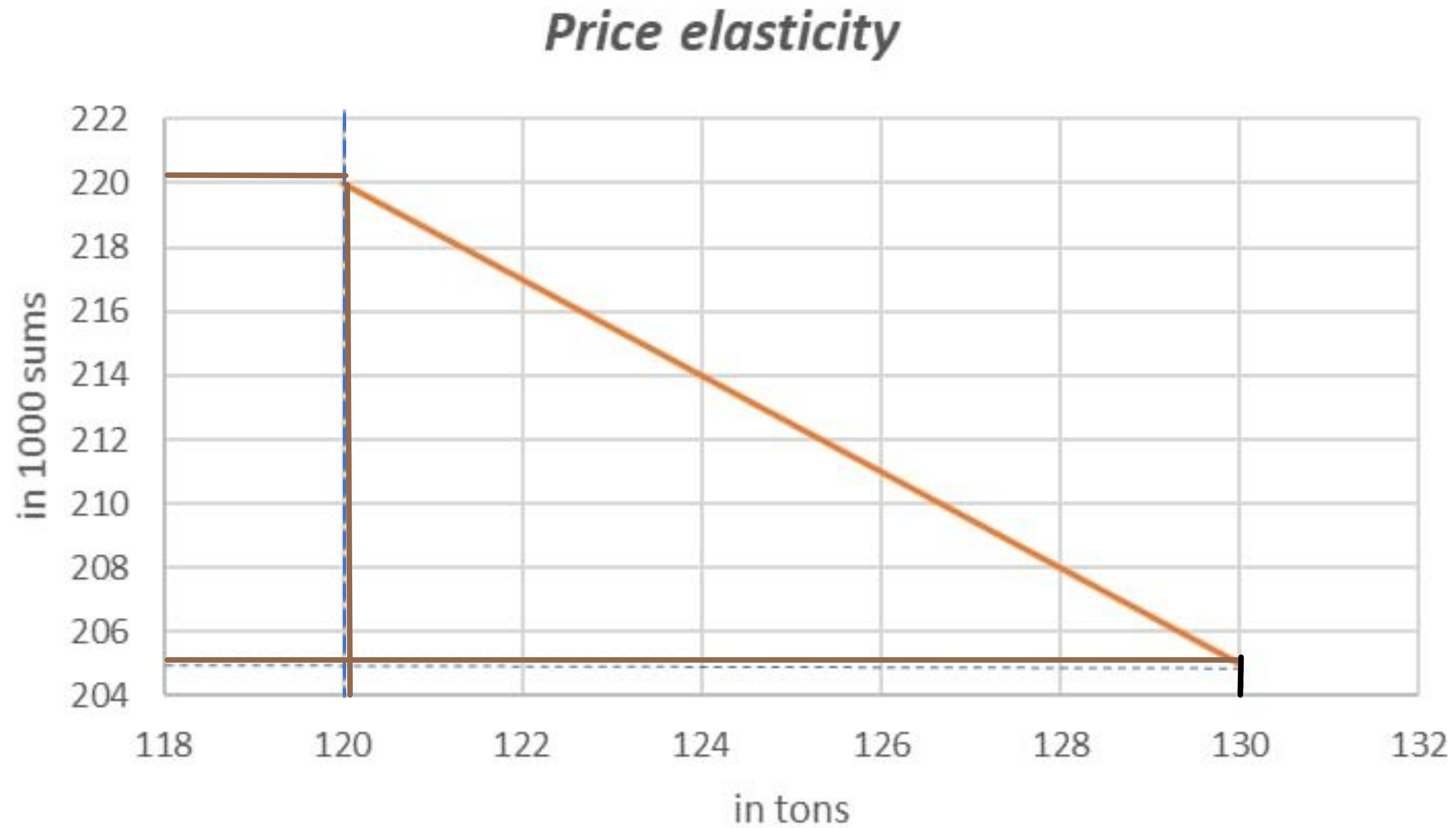
- Quantity demanded = 7 %

- Price = - 8 %

$$-1 < E_{dp} < 0$$

Inelastic demand

# Price elasticity of Demand



(Sloman, J. and  
Garratt, D.,  
(2019))

# Income Elasticity of Demand

- The formula for income elasticity is:  $\frac{\Delta Q_s Q_s}{\Delta P / P}$
- Quantity demand = 0.2
- Income = 0.16

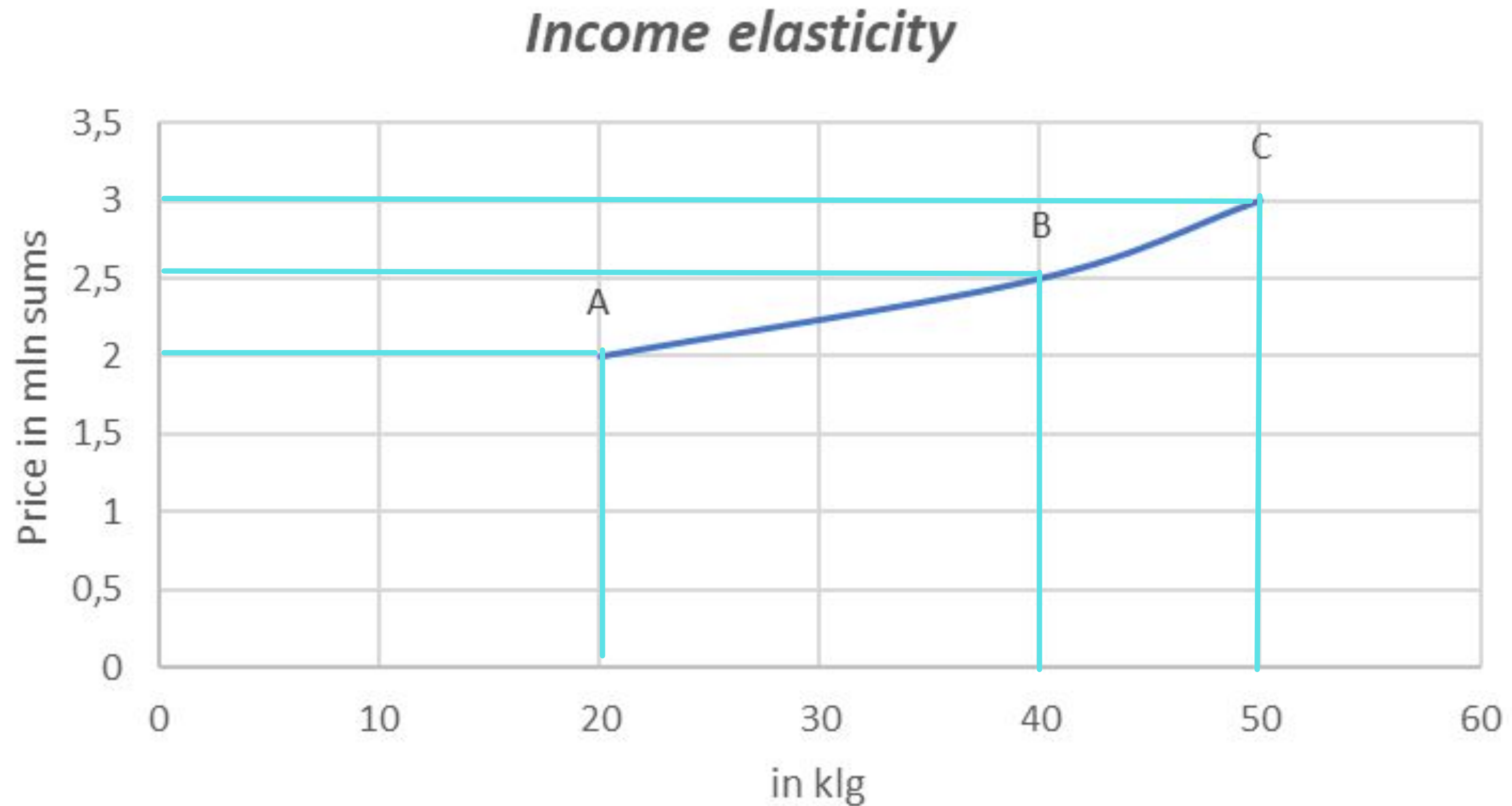
$$E_{dp} = \frac{0.2}{(0/16)} = 1.25$$

$$-1 < 0 < E_{di}$$

**Normal good**

(Sloman, J. and  
Garratt, D.,  
(2019))

# Income Elasticity of Demand



# Cross-price elasticity of demand

$$E_{dc} = \frac{\Delta Q_x / \Delta P_y}{y}$$

$$E_{dc} = \Delta Q_x / \Delta P_y$$

$0 < E_{dc}$   
substitute

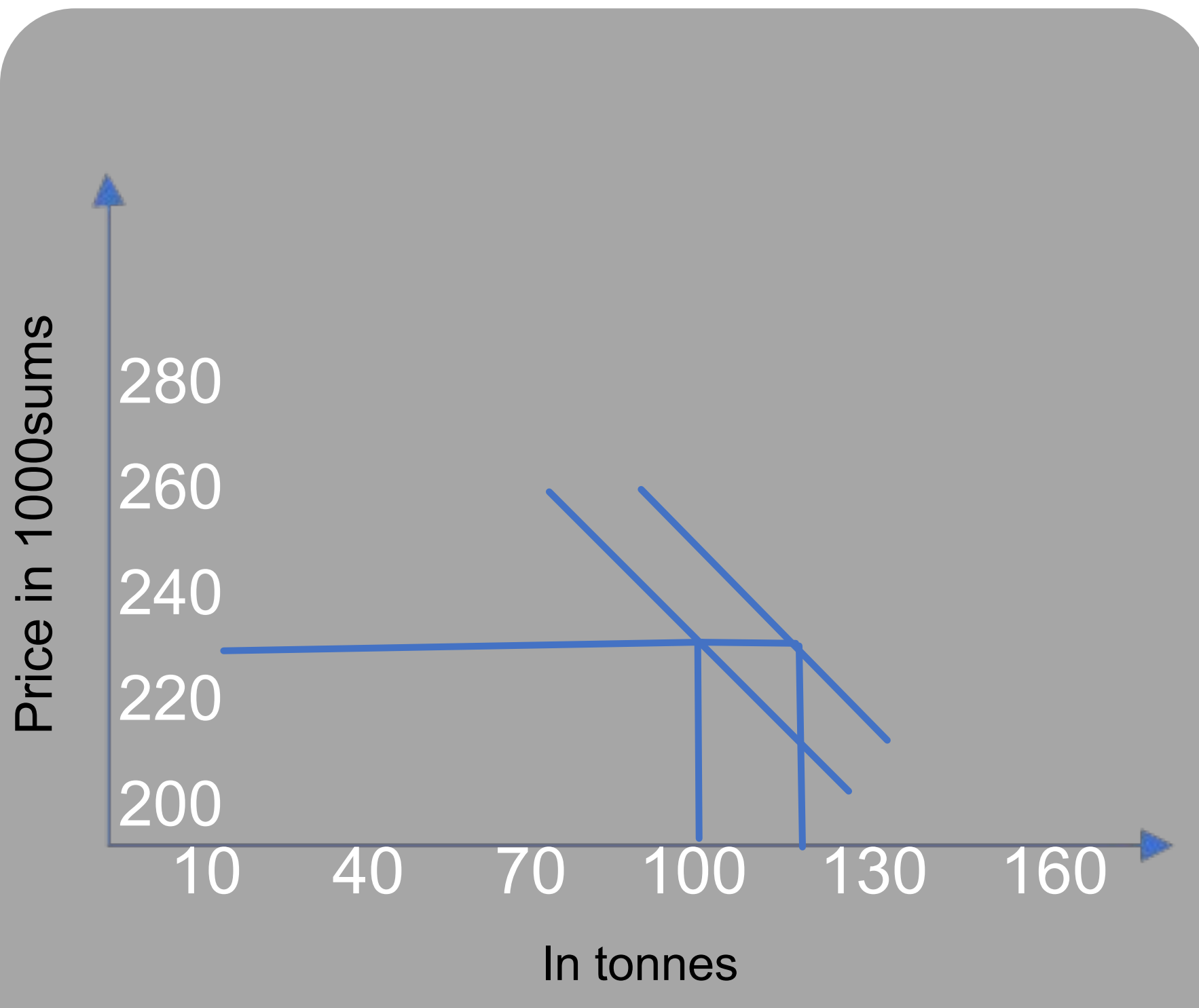
- Quantity demand (turon) = 0.16  
(16%)

- Price (motabar) = 0.11 (11%)

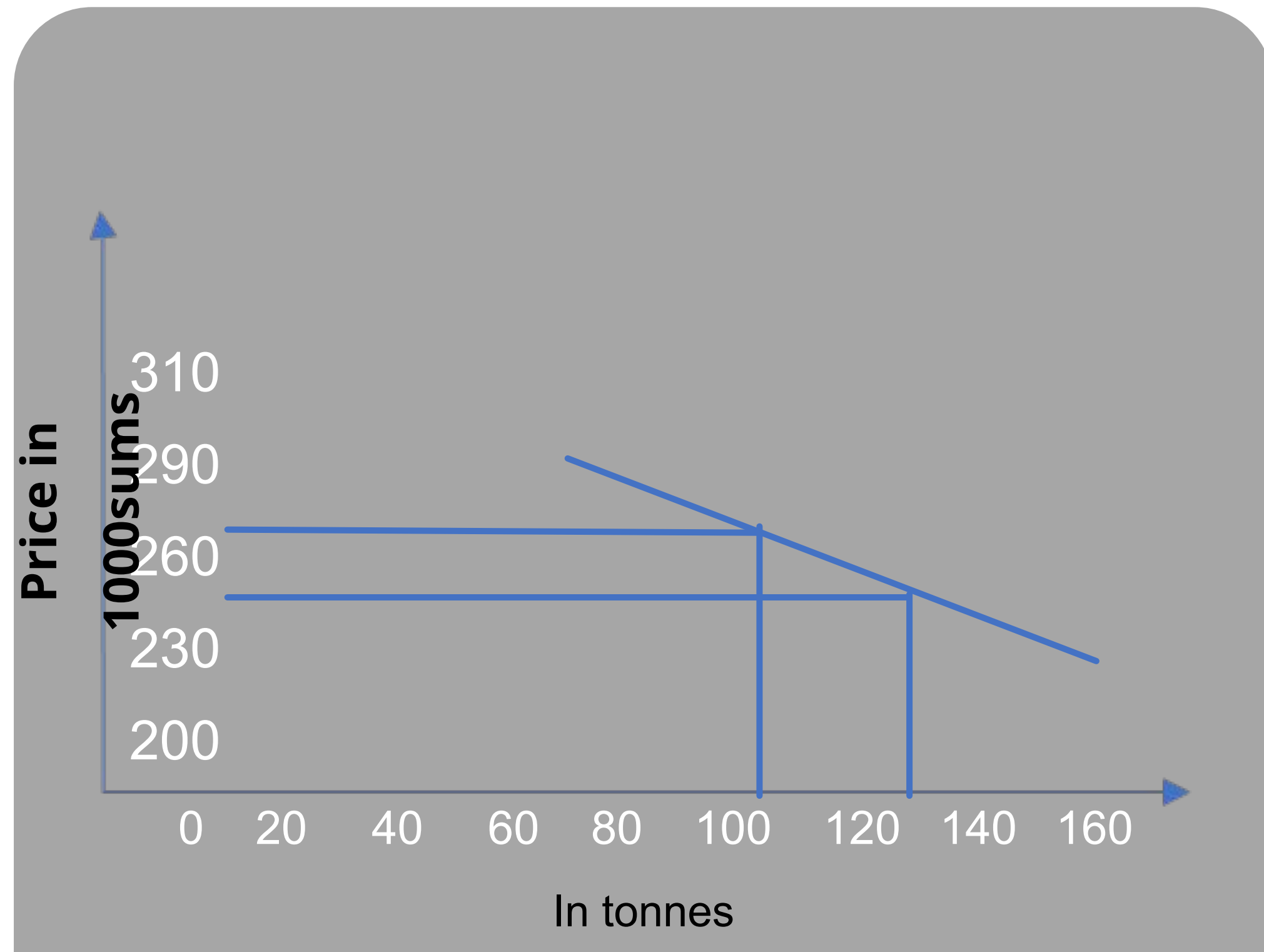


# Cross-Price elasticity

## Turon



## Mo`tabar



05

# **Recommendat ions**



Attracting people with gifts.

Giving a certain  
amount of yeast if  
customers buy  
50kg flour.



# Reference List

Daryo. (2020). O‘zbekistonda 2019-yilda moliya sohasi xodimlarining o‘rtacha ish haqi qariyb 5 mln so‘mni tashkil etgan. [online] Available at:  
<https://daryo.uz/2020/01/28/2019-yilda-moliya-sohasi-xodimlarining-ortacha-ish-haqi-qariyb-5-mln-somni-ta-shkil-etgan> [Accessed 16 Mar. 2022]

Daryo. (2021). O‘zbekistonda 2020-yilda o‘rtacha oylik ish haqi qancha bo‘lgani ma‘lum qilindi. [online] Available at:  
<https://daryo.uz/2021/01/27/ozbekistonda-2020-yilda-ortacha-oylik-ish-haqi-qancha-bolgani-malum-qilindi/>.

diamente group. “TURON уни — Олий сифатли буғдой уни.” Turon Uni, 2018, [turonuni.uz/uz/](http://turonuni.uz/uz/).

Sloman, J. and Garratt, D., (2019). Essentials of Economics. 9th ed. Harlow, England; New York, Pearson.

“Яндекс.Картинки.” Yandex.ru, [yandex.ru/images/search?text=turon%20uni&from=tabbar](https://yandex.ru/images/search?text=turon%20uni&from=tabbar). Accessed 17 Mar. 2022.