



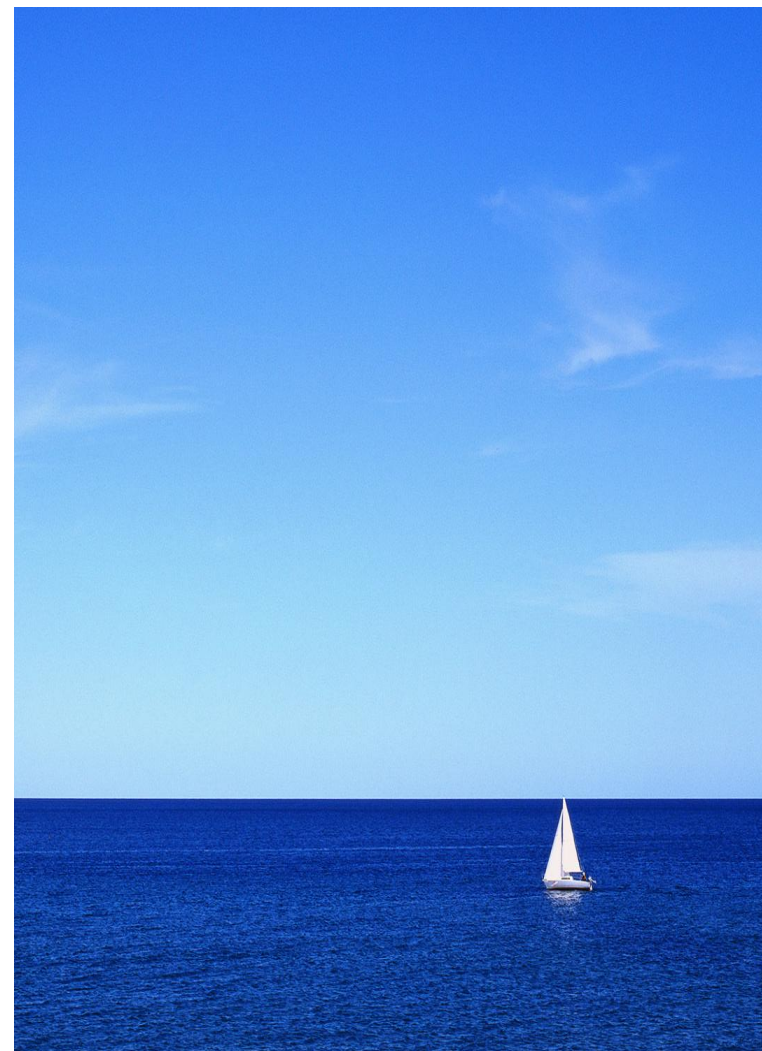
СЕВАСТОПОЛЬСКИЙ
ГОСУДАРСТВЕННЫЙ
УНИВЕРСИТЕТ

Competition. Market structure

Докладчик
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AGENDA

1. Concept and essence of competition;
2. Types and forms of competition;
3. Methods of competition;
4. Signs of classification of market structures;
5. Classification of market structures.



Aim of work: Form students ' understanding of various market models.



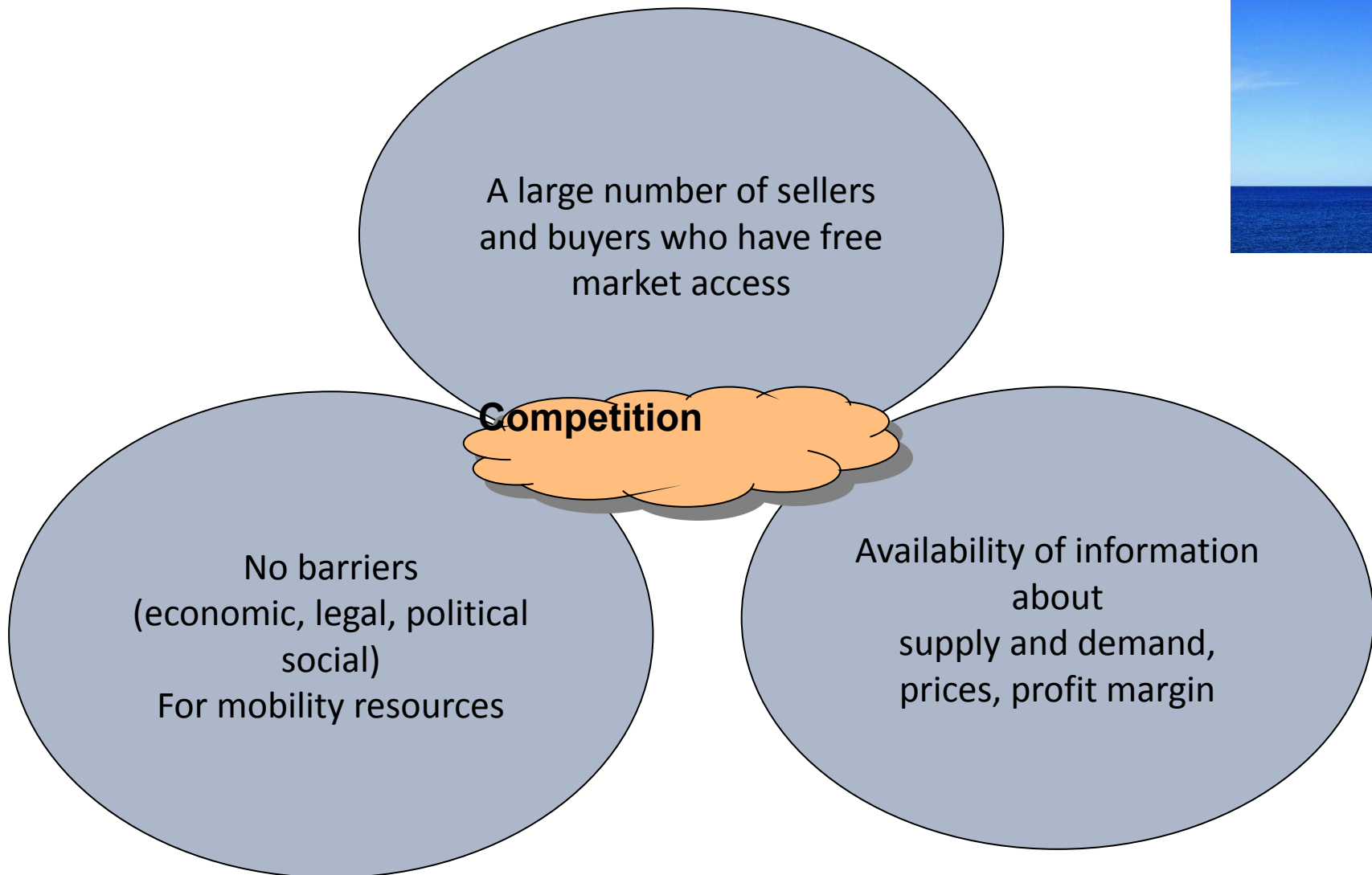
Competition is a clash, a competition:



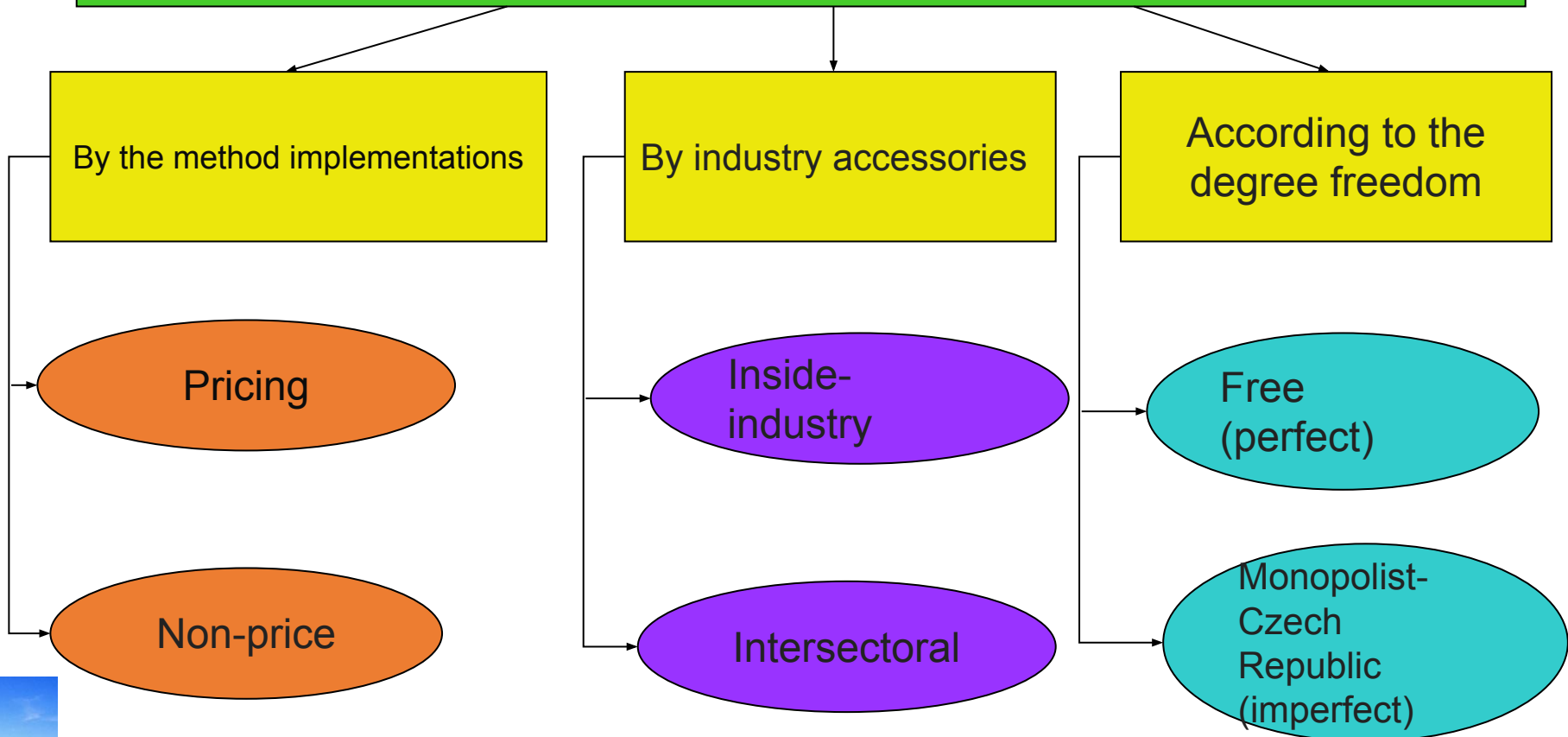
- **Between whom?** – between manufacturers of the same type of goods and services.
- **For what?** - for attracting as many customers as possible.
- **In the name of what?** – for maximum profit.



For competition to occur, it is necessary:



Types and forms of competition



Methods of competition:

Pricing:

- Price reduction.
- Discounts and bonuses.
- Cheap sales.

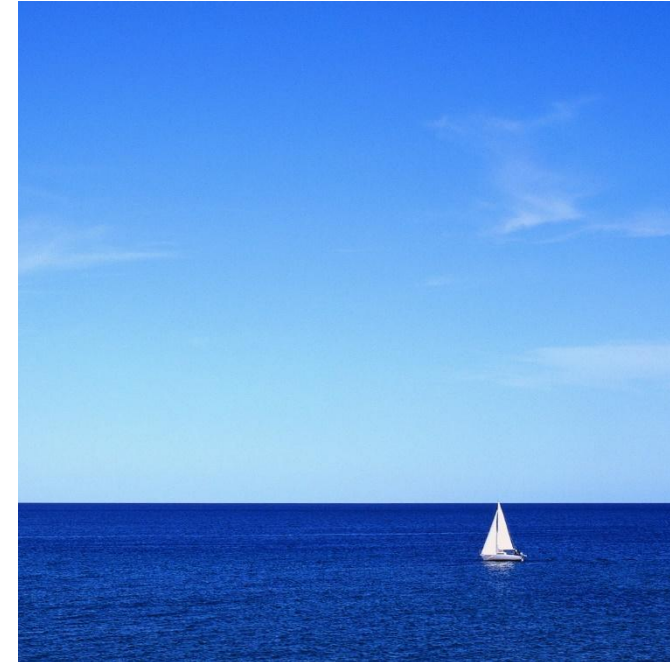
Non-price:

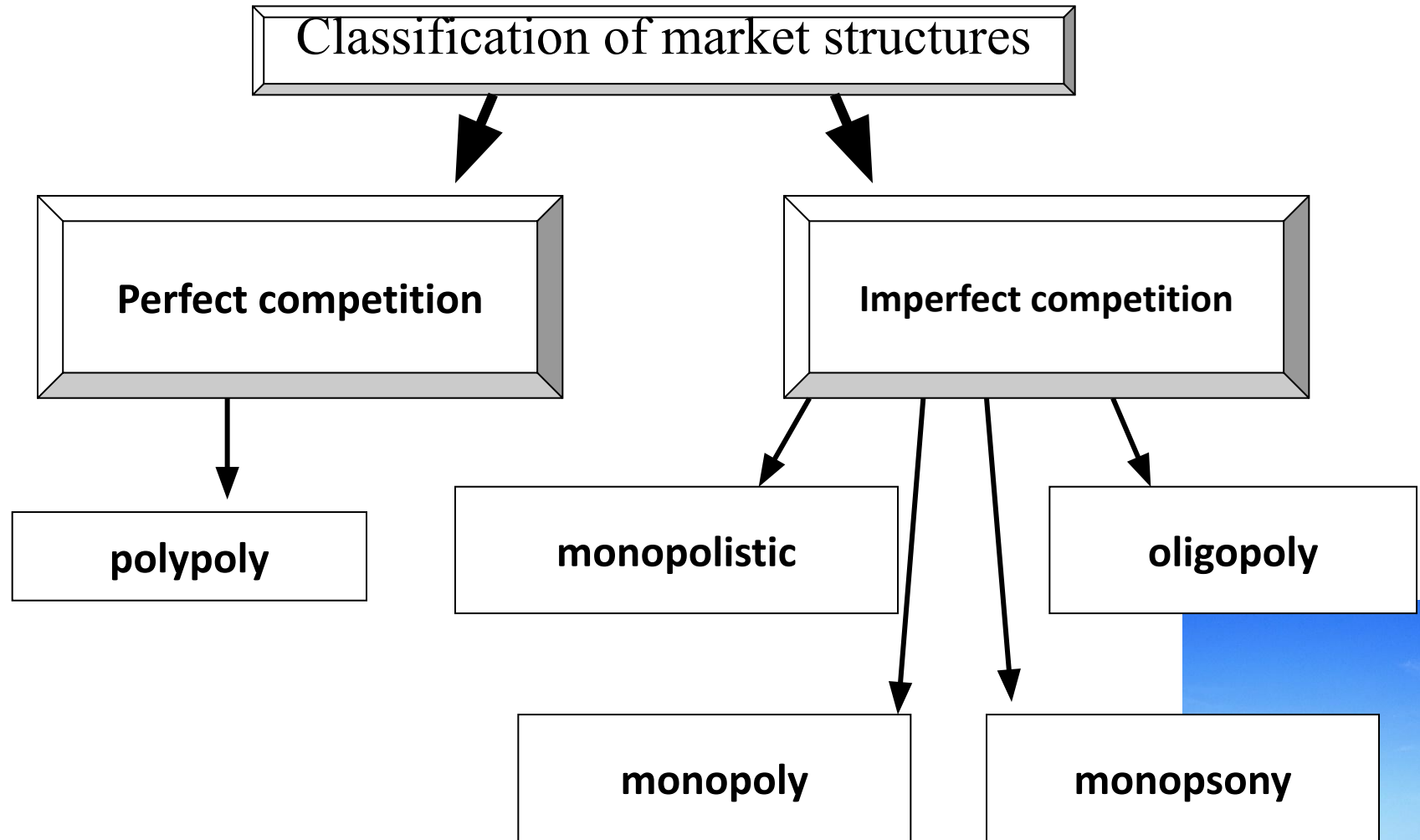
- Quality and reliability.
- Additional guarantee.
- Special design.



Signs of classification of market structures:

- the number of buyers and sellers.
- product type (homogeneous, differentiated)
- availability of information for all market participants about prices of all sellers and their changes;
- the degree of influence of sellers (buyers) on the price of the product.





Thanks for your attention!