

Competition. Market structure

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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.







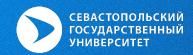


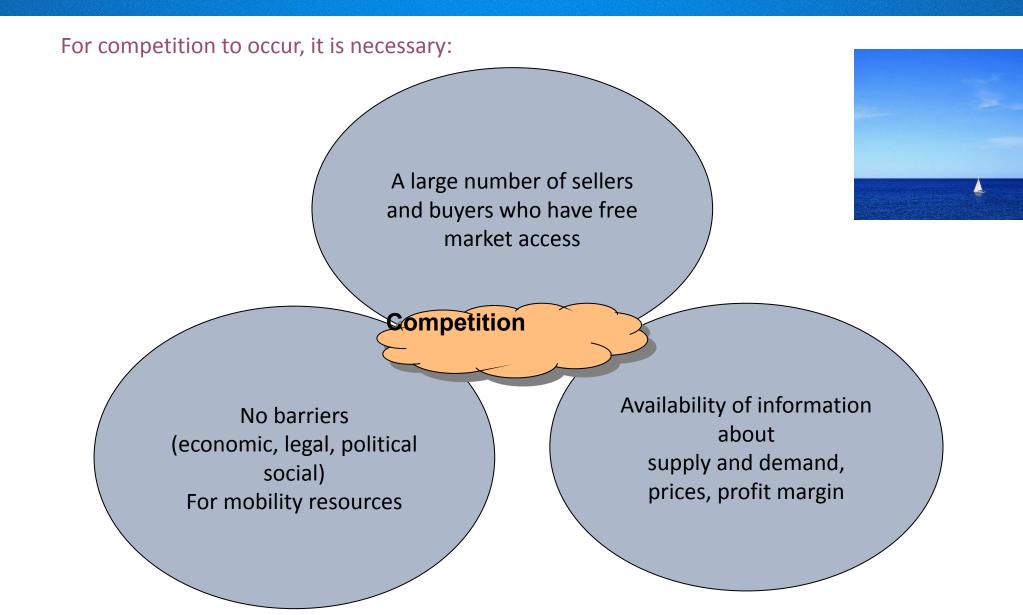


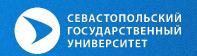
- Between whom? between manufacturers of the same type of goods and services.
- For what? for attracting as many customers as possible.
- In the name of what? for maximum profit.



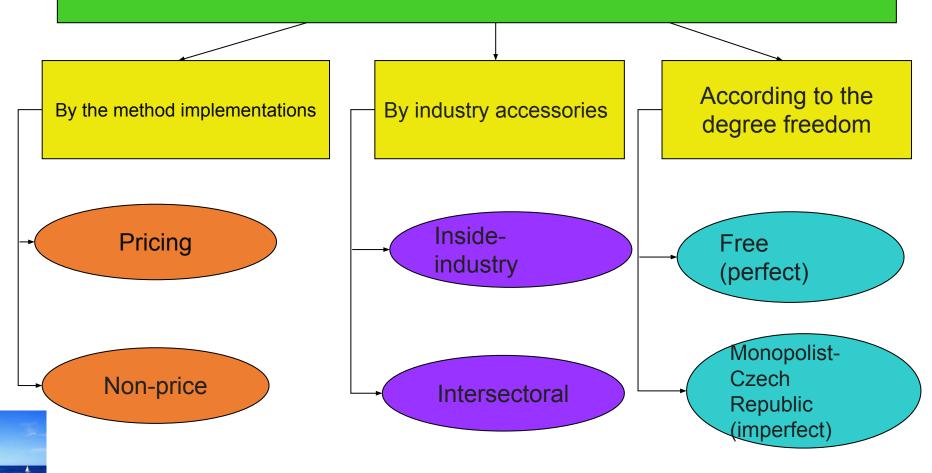
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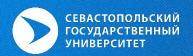






Types and forms of competition





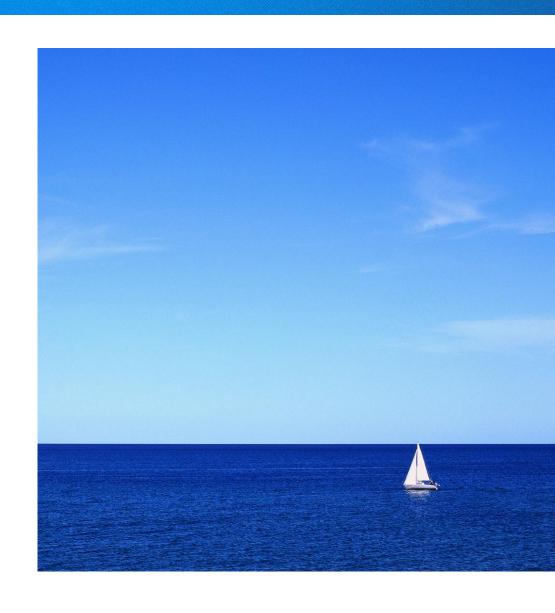
Methods of competition:

Pricing:

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

Non-price:

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



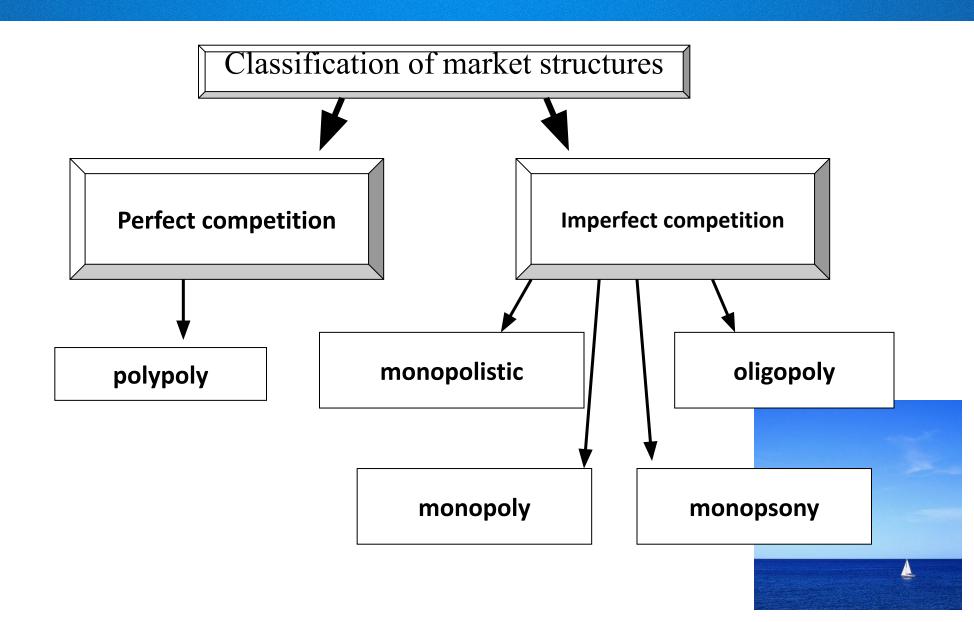


Signs of classification of market structures:

- 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!