

DEMAND AND SUPPLY

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НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
МОСКОВСКИЙ ГОСУДАРСТВЕННЫЙ

**СТРОИТЕЛЬНЫЙ
УНИВЕРСИТЕТ**

DEMAND AND SUPPLY AS FACTORS OF MARKET ECONOMY

By basic parameters, regulative behavior of participants market, there are demand, suggestion and price, between that there is an interconnection

Demand is a willingness of customer to acquire goods and services in those or to another price amounts for the certain interval of time



READINESS

desire and possibility



DEMAND AND SUPPLY AS FACTORS OF MARKET ECONOMY

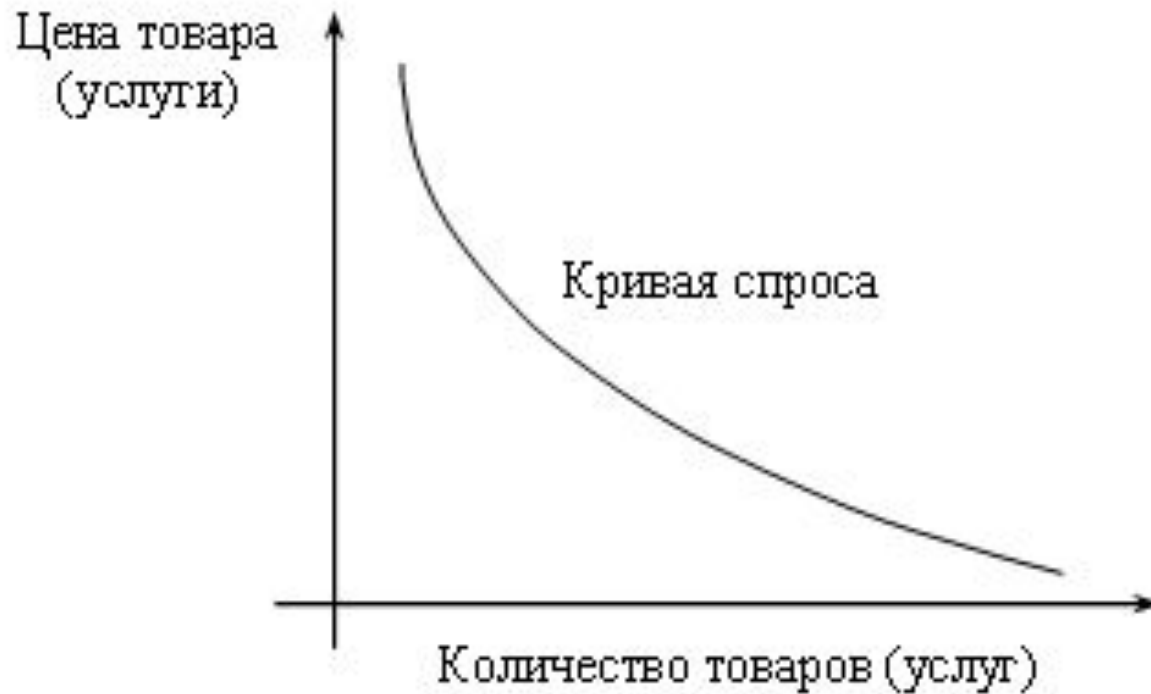
The size of demand reflects the that amount of commodity, that it would be bought at some price for certain period to time at this character of demand, id est invariability other factors influencing on demand.

A price is a money term of cost of commodities and services

Exists

reverse intercommunication between a price and by the size of demand. At an unchanging acuests a man will acquire anymore than given product at subzero price, what on high.





Law of demand -
a price increase conducts to
to reduction of size of demand,
and vice versa.

BESIDES THE COST OF COMMODITY ON FORMING OF DEMAND INFLUENCE:

- COSTS OF OTHER COMMODITIES;
- LEVEL OF ACQUESTSS OF CUSTOMERS;
- QUANTITY OF CUSTOMERS;
- PREFERENCES OF CUSTOMERS (FORMED UNDER INFLUENCE OF THEIR TASTES, TRADITIONS, ADVERTISEMENT OF AND OTHER OF CIRCUMSTANCES).

SUGGESTION

Suggestion reflects readiness salesman to sell commodities or services in one or another prices in the determined amounts after certain interval.



The size of suggestion reflects the that amount of commodity, that it can be sold at some price for certain period to time at this character of suggestion, τ . of e. to invariability

The law of suggestion asserts, that exists line intercommunication between a price and in size suggestions.

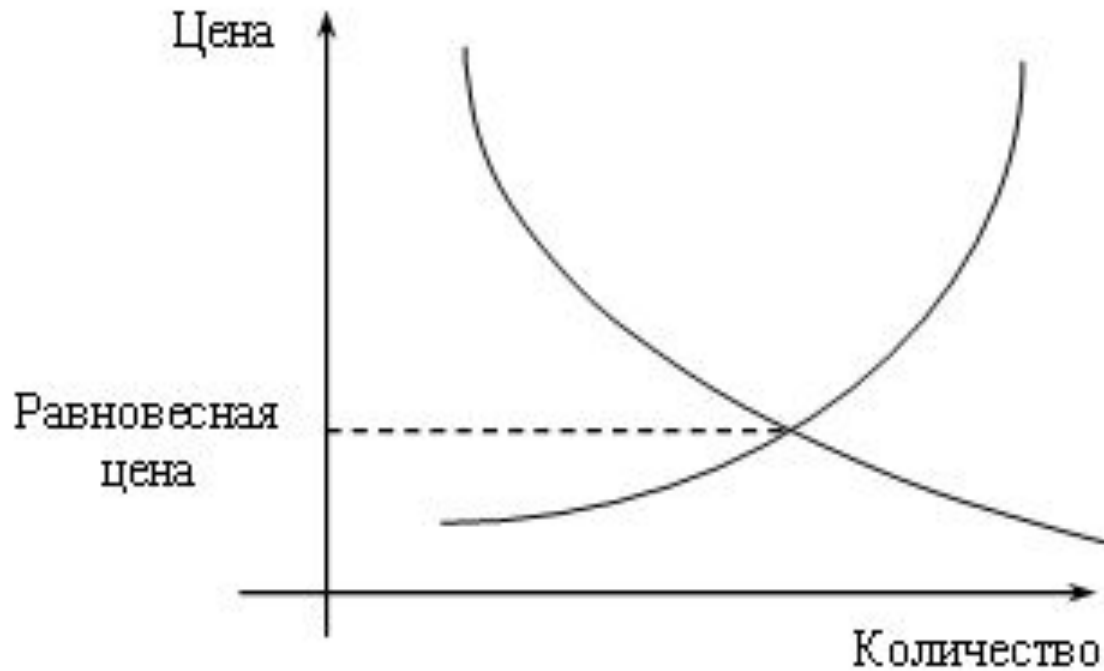
On suggestion influence:
it is Amount of commodity;
it is Price;
it is Popularity of commodity
and other .



Цена товара
(услуги)



Law of suggestion : increase of price commodity (services) conducts usually to the height of size of suggestion, and, vice versa, price abatement conduces to reduction of size suggestions.



- **CROSSING OF DEMAND CURVE AND SUGGESTION GIVES THE VALUE OF EQUILIBRIUM PRICE.**
- **AN EQUILIBRIUM PRICE IS A PRICE AT THAT THE SUPPLIED WITH ALL TO THE MARKET COMMODITY IS BOUGHT.**

AND ONE OF MAJOR RULES OF THEORY OF DEMAND AND SUPPLY :



***What an object is more rare,
the higher on him price, consequently,
less people will want to purchase him.***

THANK YOU FOR ATTENTION!