Supply and demand

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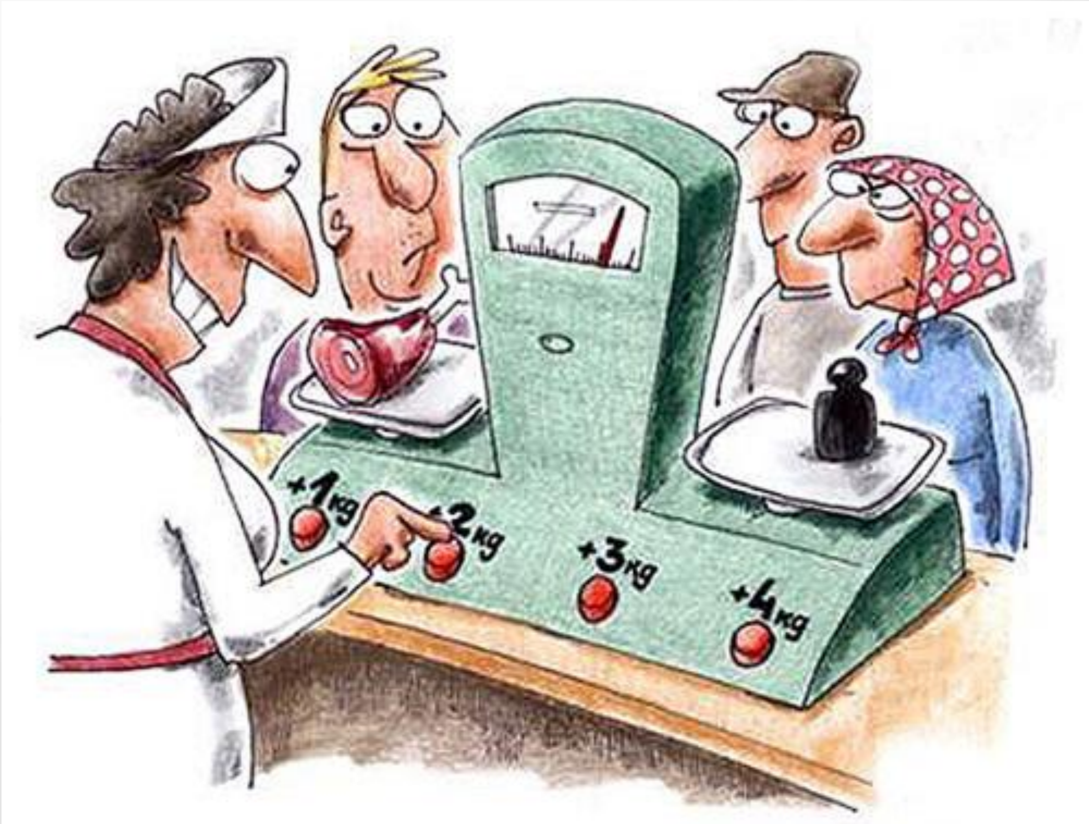
The market is a meeting place for sellers and buyers, where their interests collide



The market is a way of interaction between producers and consumers of services, based on information that is transmitted through **a price signal.**

Demand desire and opportunity to purchase this product at a given price

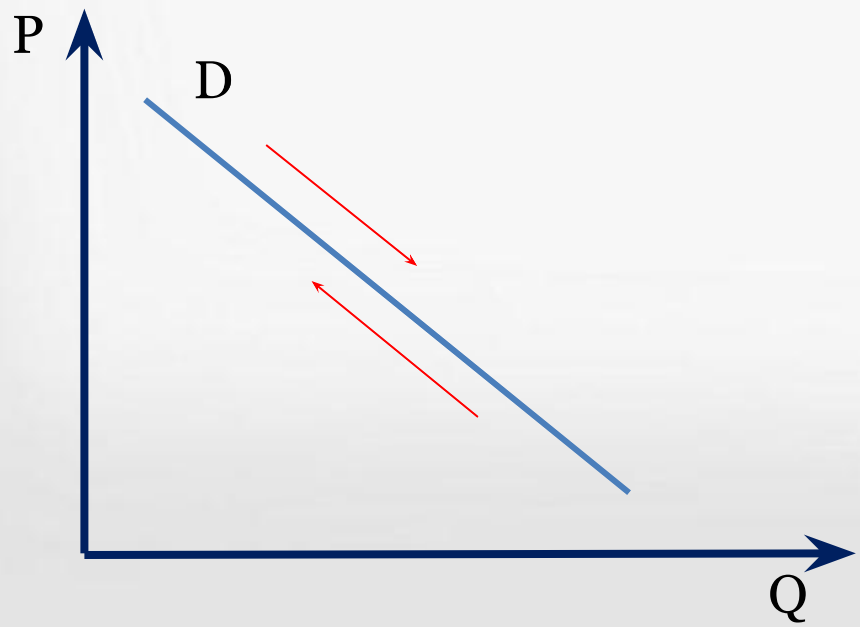
The law of demand.

Price rises - demand falls

Price is falling - demand is rising

P ↑ D ↓

D ↓ P ↑



P – price
Q – quantity
D – demand

Factors affecting demand

1) Level of customer income
2) Tastes and preferences of consumers
3) Interchangeable and complementary products
4) Expectation of changes in income and prices
5) Change in the number of buyers

Tastes and preferences of consumers

Delicious and preferences change quite often. They depend on various factors, for example, on the seasons the appearance of new products a change in fashion and so on.

Interchangeable and complementary products

Interchangeable products are groups of products that meet similar needs

Complementary goods are goods that cannot be consumed without one another

Waiting for changes in income and prices

- Changes in income expected by people for example, if a decision is made to increase wages in the coming month, people will buy more goods before their incomes increase. this will increase the demand for goods

- The same effect is caused by the expectation of price increases in this case, people will try to stock up on goods for future use and spend money that is expected to depreciate in the near future. demand for goods will increase regardless of whether they are expensive or cheap.

Change in the number of buyers

- Demand will increase if there will be an increase in the number of buyers.

So if you bring the ice cream tray to the school building, then many schoolchildren passing by will want to buy this delicacy, since there will be no need to run for a break to the nearest supermarket. in this case, the demand for ice cream will increase

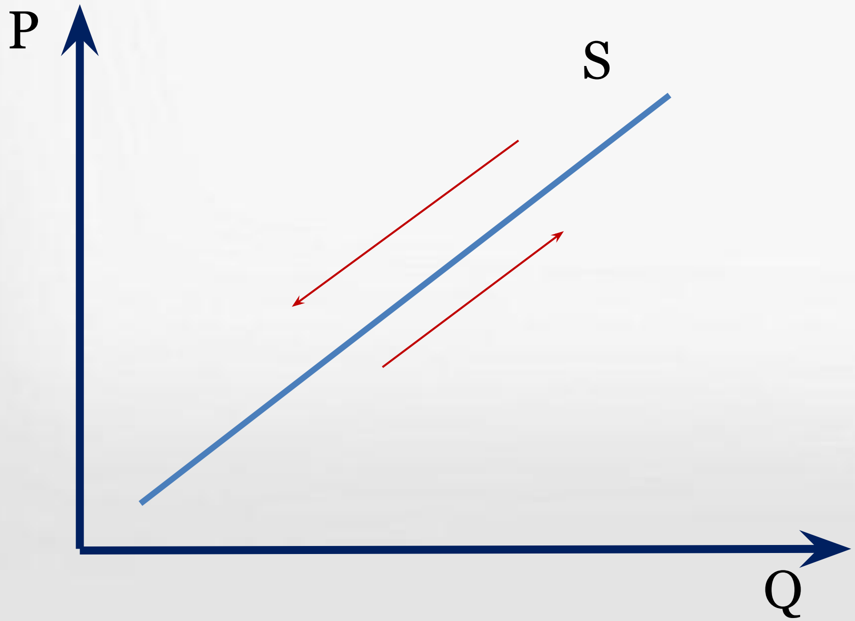
Increased birth rates to increase demand for baby goods such as strollers.

Supply desire to sell this product at a given price

Law of supply

The price rises - the supply rises   **P ↑ S ↑**

Price falls - supply falls   **P ↓ S ↓**



P – price
Q – quantity
S – supply

Factors affecting the offer

1) Change in resource prices
2) Technical progress
3) Taxes
4) Manufacturers' expectations

Marketing a system for managing the production and marketing activities of an enterprise based on a comprehensive market analysis

Thank you for the attention !