

INDUSTRY ANALYSIS

LESSON 8





1. Market Structure

Refers to how many firms exist in an industry and how they compete.

- **Perfect Competition** – many sellers, same products
 - **Monopolistic Competition** – many sellers, differentiated products
 - **Oligopoly** – few large firms dominate
 - **Monopoly** – single seller controls the market
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2. Demand and Supply Conditions


- **Demand** shows how much consumers are willing to buy.
- **Supply** shows how much producers are willing to sell.





3. Cost Structure


Includes costs of production such as:

- **Raw materials**
 - **Labor wages**
 - **Rent and utilities**
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4. Barriers to Entry


Factors that make it hard for new firms to enter an industry:


- **High capital requirements**
 - **Government regulations**
 - **Strong brand loyalty of existing firms**
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5. Competition


Measures how intense rivalry is among firms:

- **Price wars**
 - **Advertising and promotions**
 - **Product innovation**
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6. Role of Government

Government influences industries through:

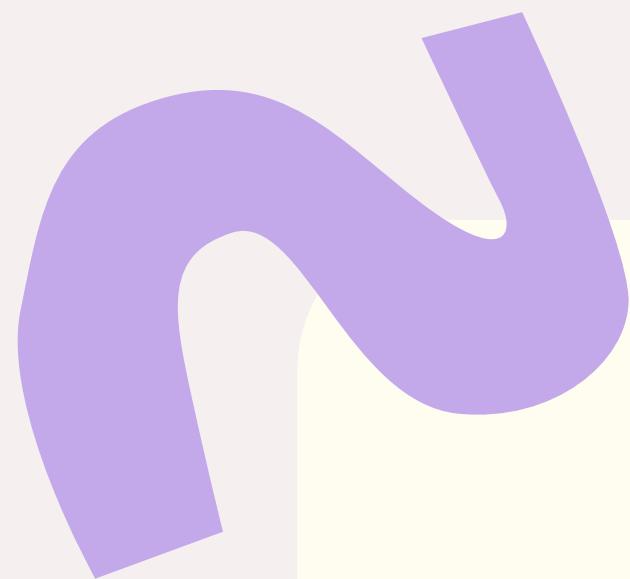
- **Taxes**
 - **Regulations**
 - **Subsidies**
 - **Trade policies**
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Importance to Filipino Entrepreneurs

Industry analysis helps Filipino entrepreneurs:

- Choose the right industry to enter
- Avoid high-risk sectors
- Develop strategies to survive competition
- Make informed business decisions



THANK YOU

