

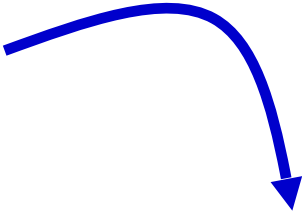
TR

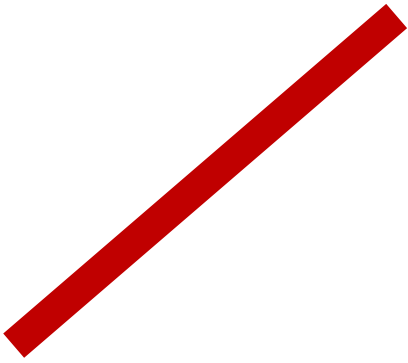
TC



Slope = MC

Slope = MR









Loss



Loss



Loss





Loss



q



**Loss = zero**





Choosing  $q^*$ , where

$$MC = MR$$

minimizes the loss

Perfectly Competitive  
firms choose output  
where  $MC = MR$

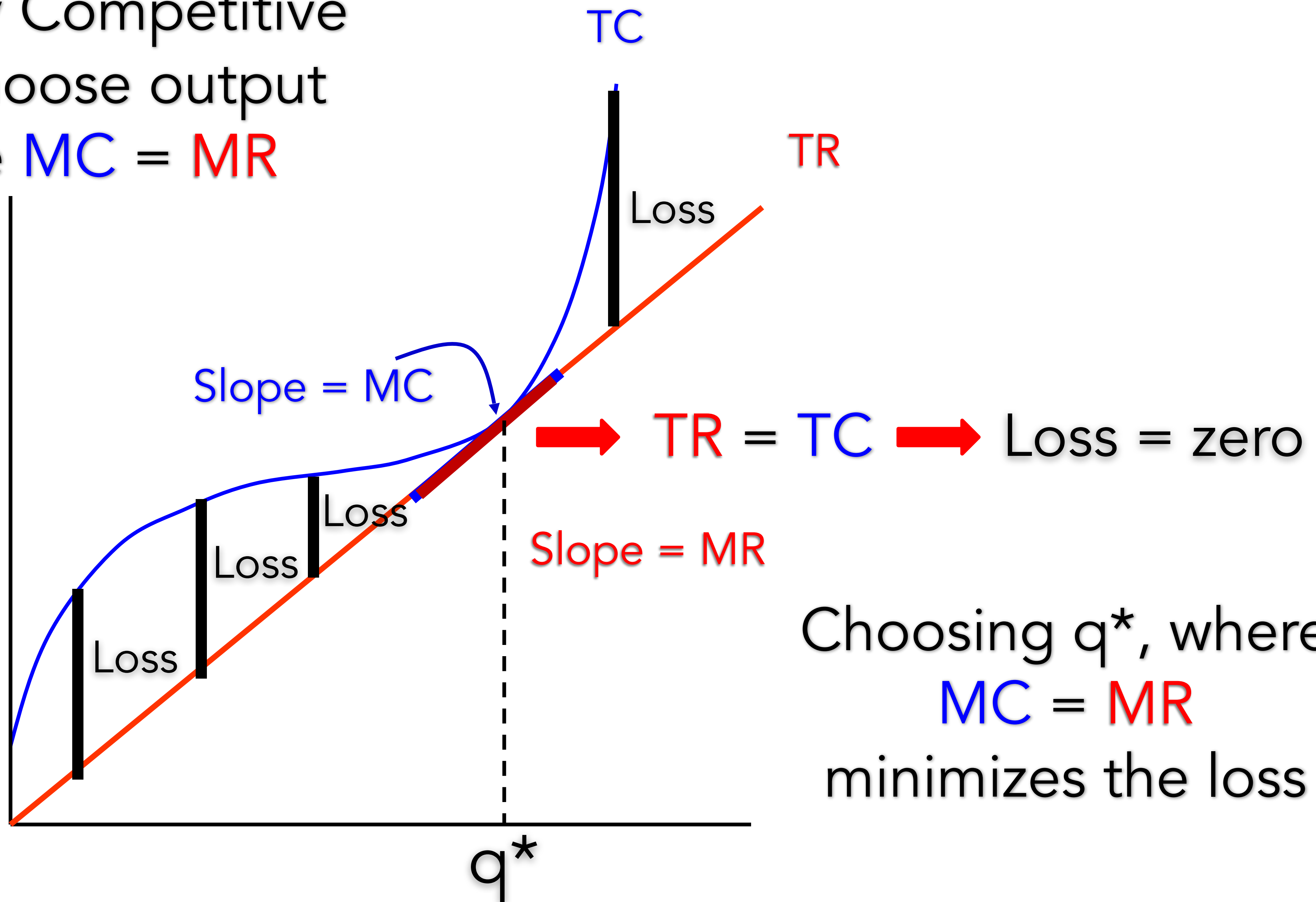


TR

=

TC

Perfectly Competitive  
firms choose output  
where  $MC = MR$



Choosing  $q^*$ , where  
 $MC = MR$   
minimizes the loss

Perfectly  
Competitive firms  
choose output  
where  $MC = MR$

