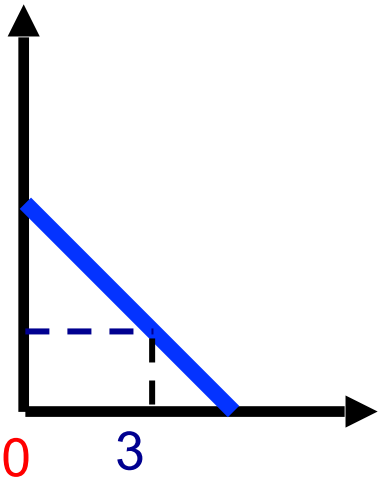


**When more consumers enter the
market**

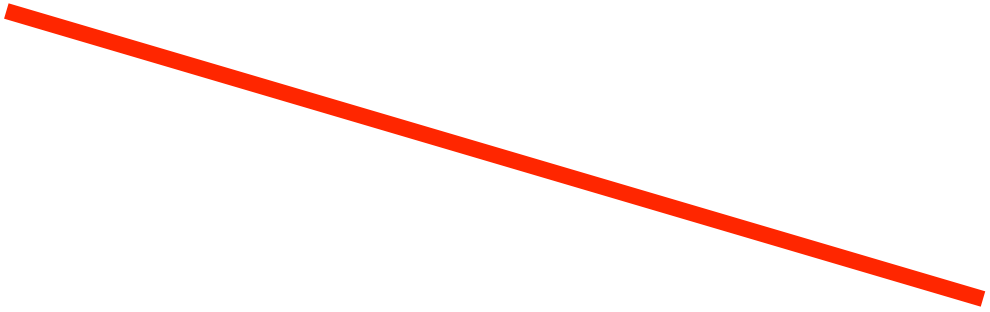


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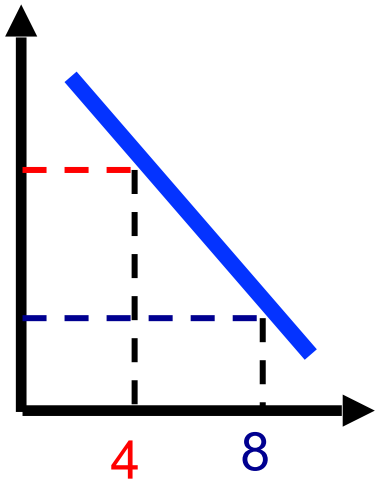
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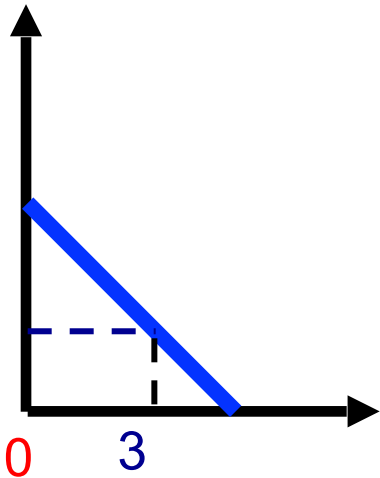






Market demand shifts















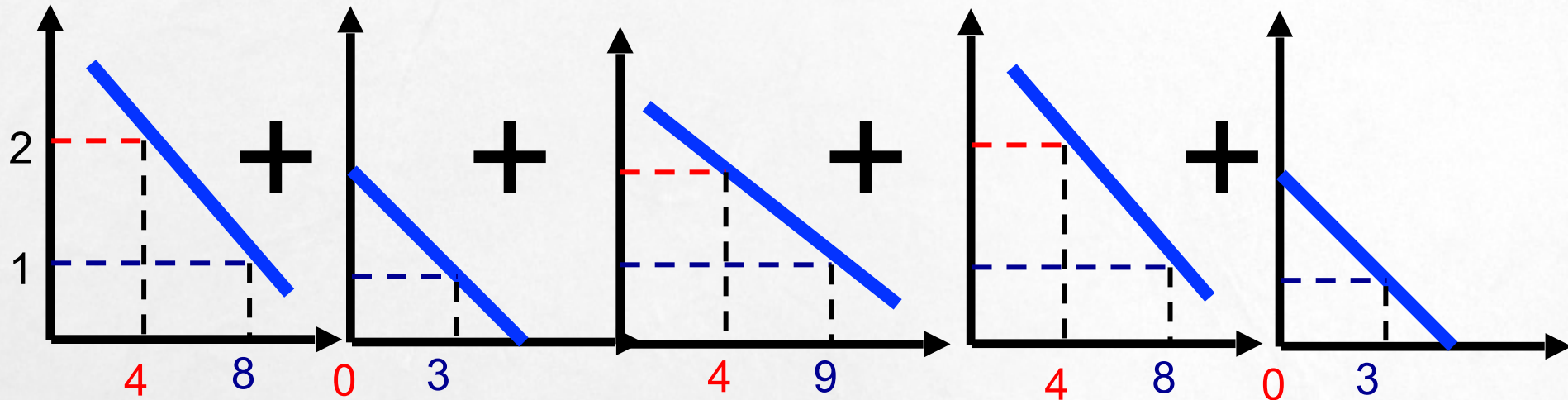








When more consumers enter the market



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