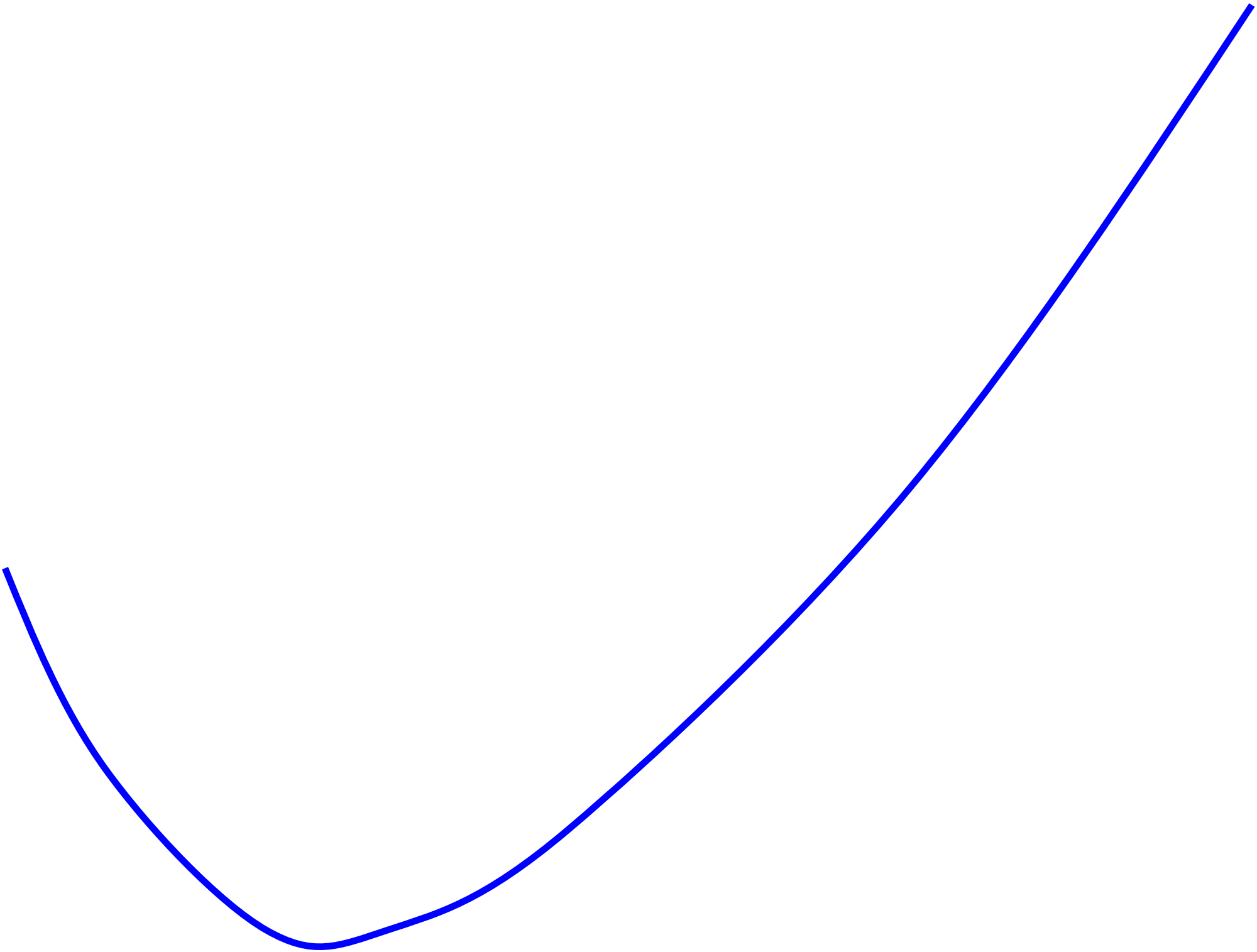
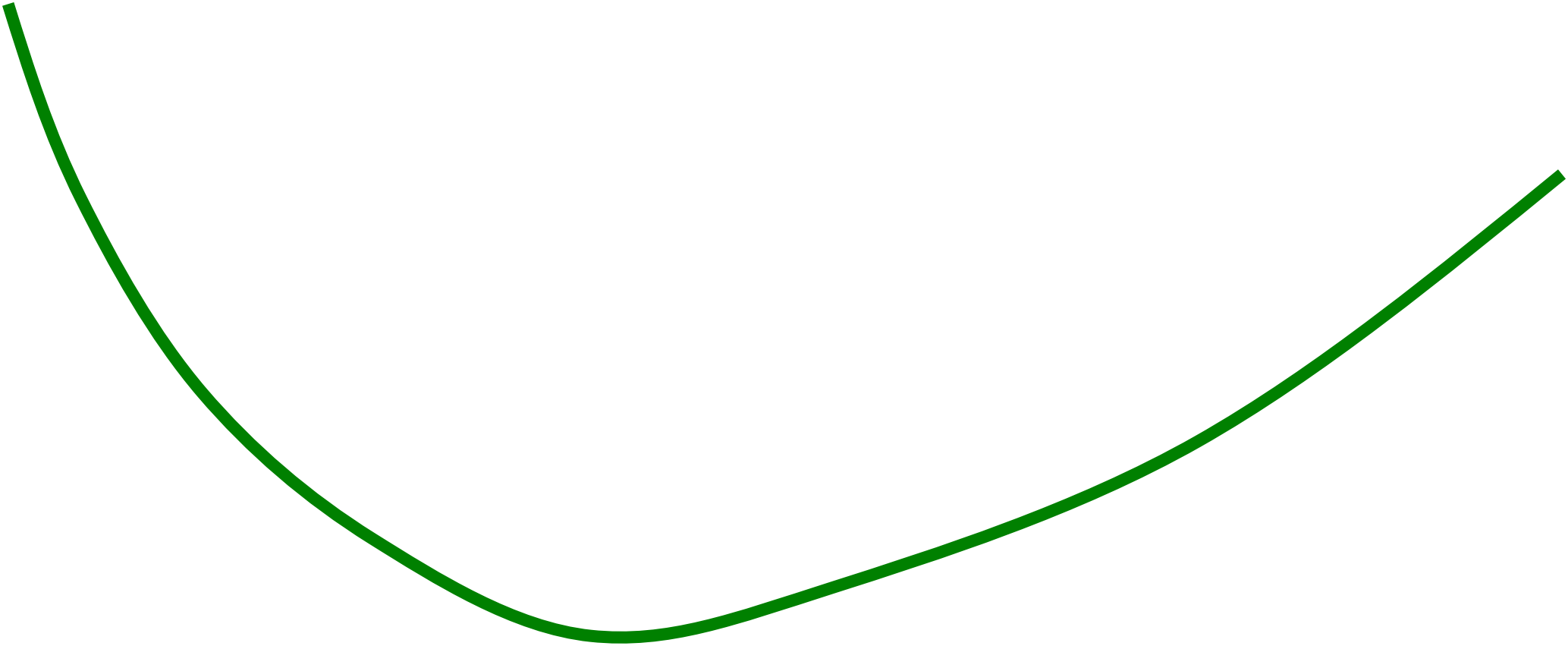


If Price = ATC Zero Profit/Loss







MC

AVC



ATC

P = MMR

P





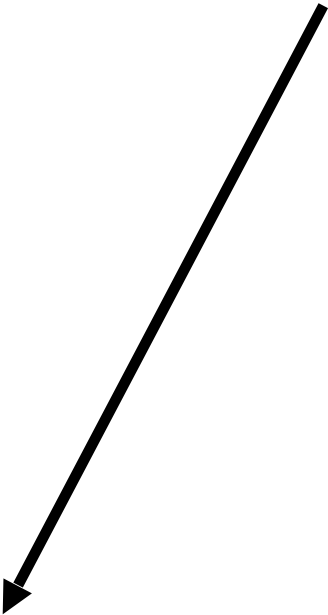


AVC

VC



ATC = P



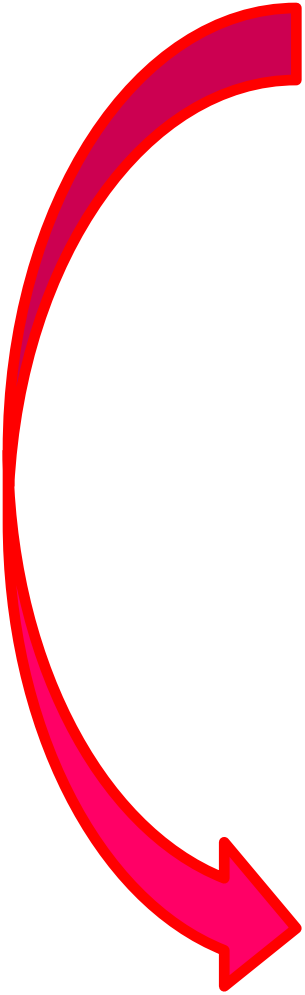
TTC = TRR

TC

$$TR = TC$$





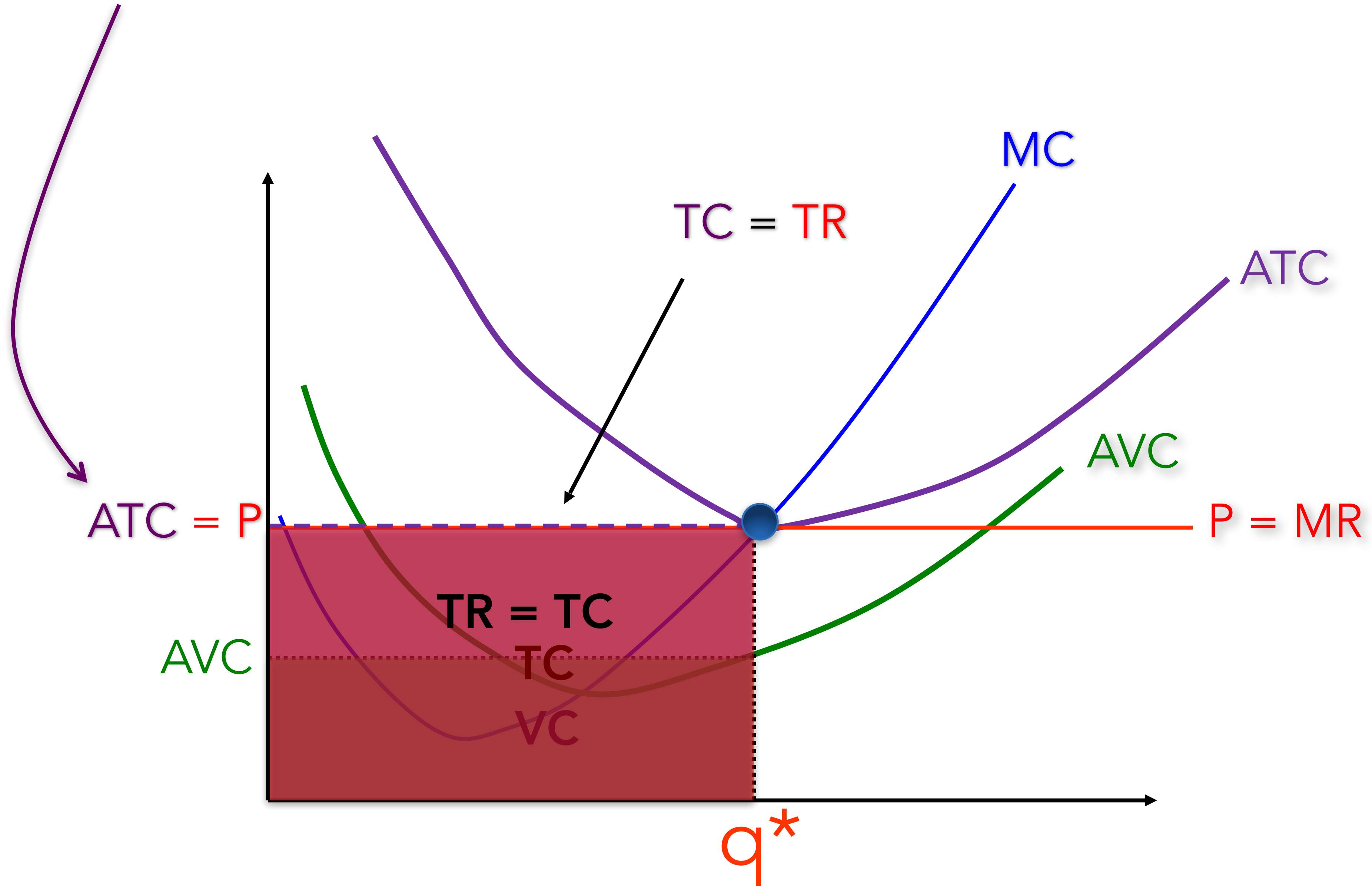


Perfectly Competitive firms choose output where $MC = MR$





If **Price** = ATC \longrightarrow Zero Profit/Loss



Perfectly Competitive firms choose output where $MC = MR$

