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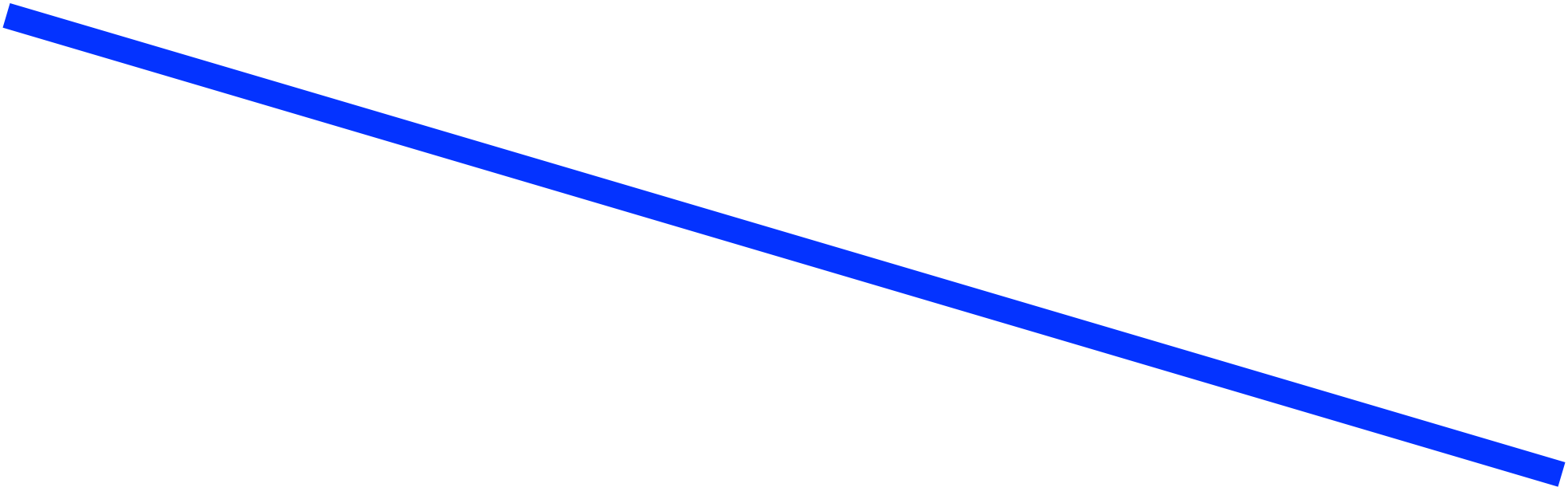


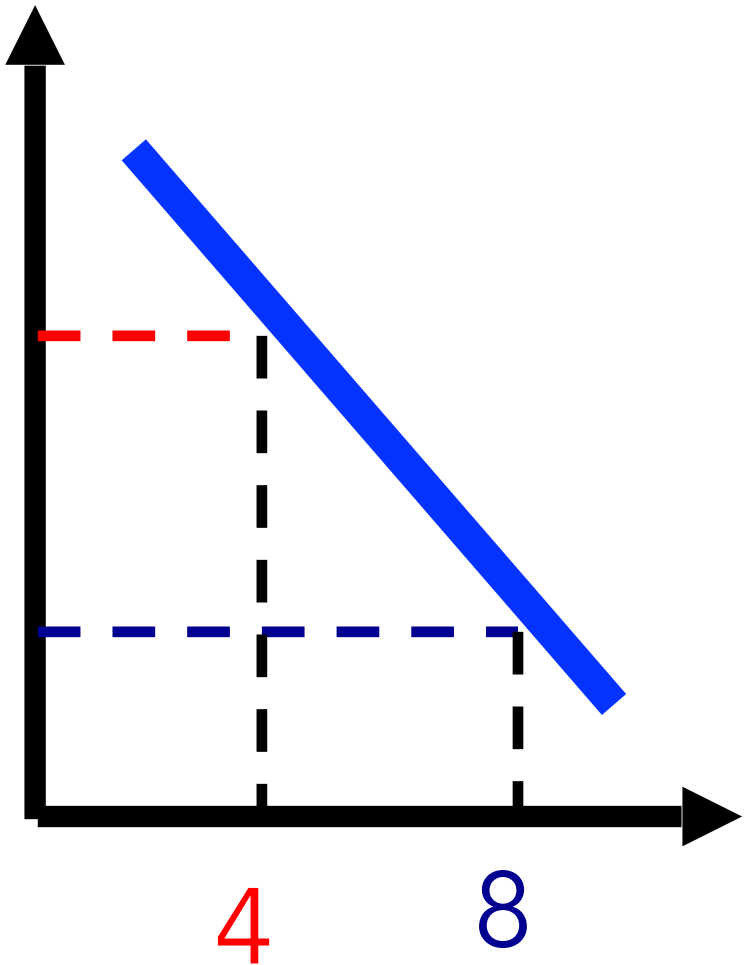




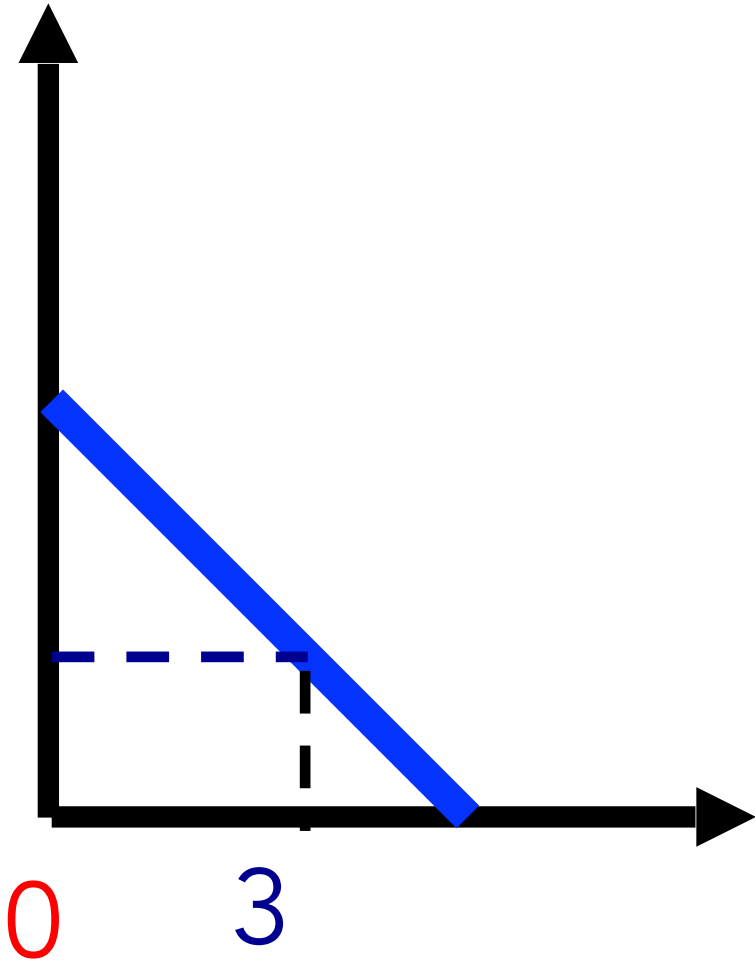








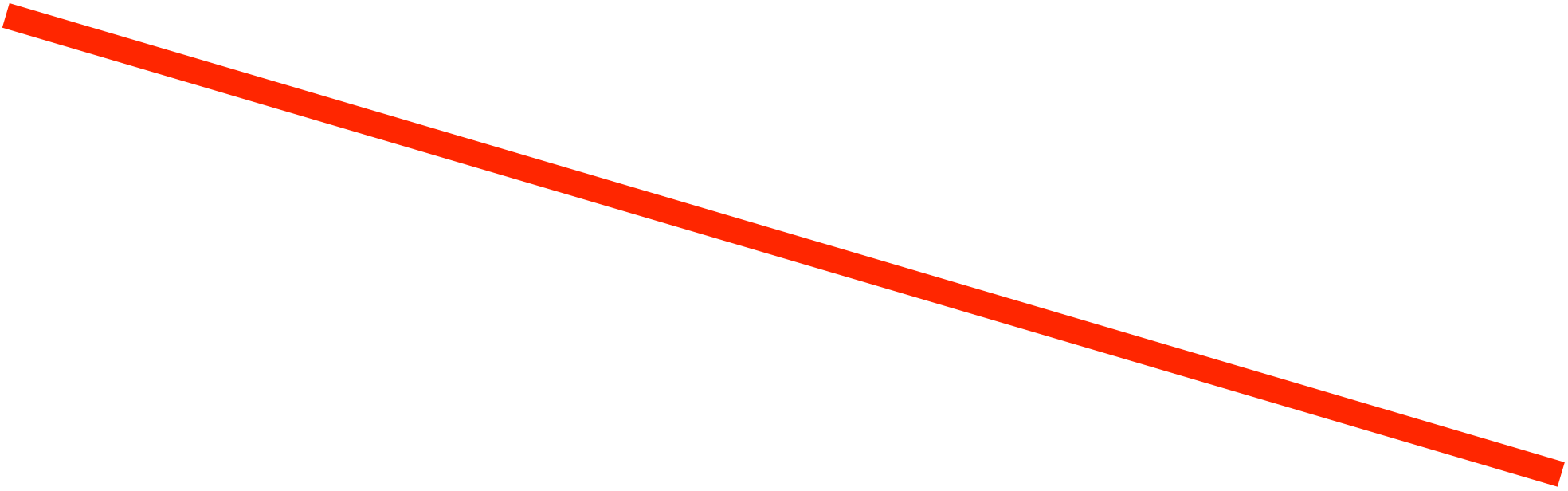
When more consumers enter the market



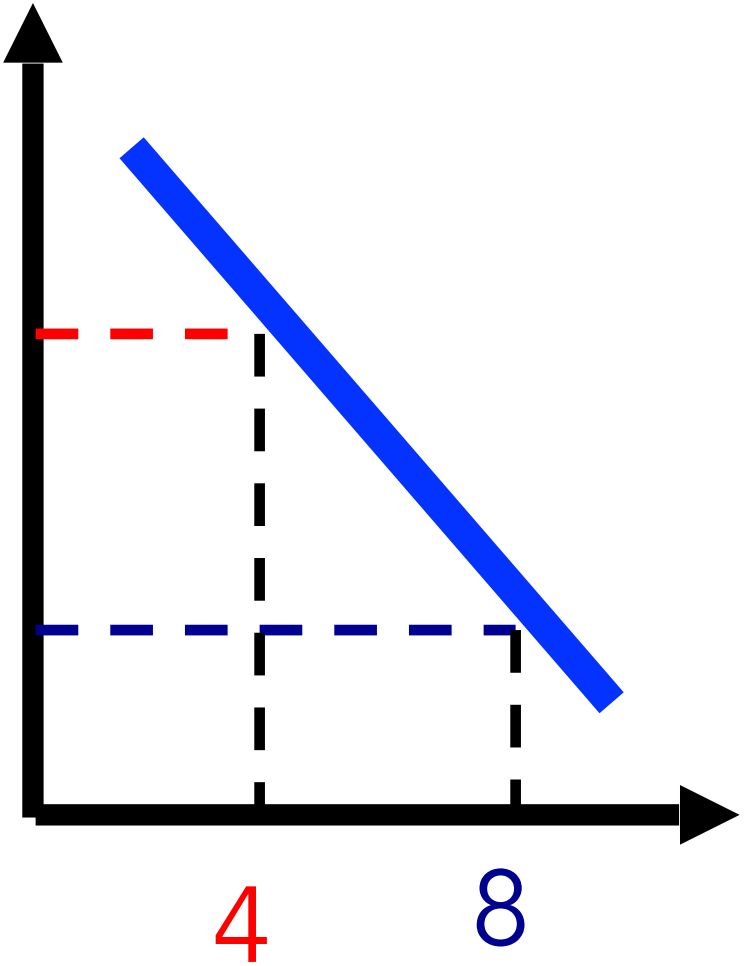
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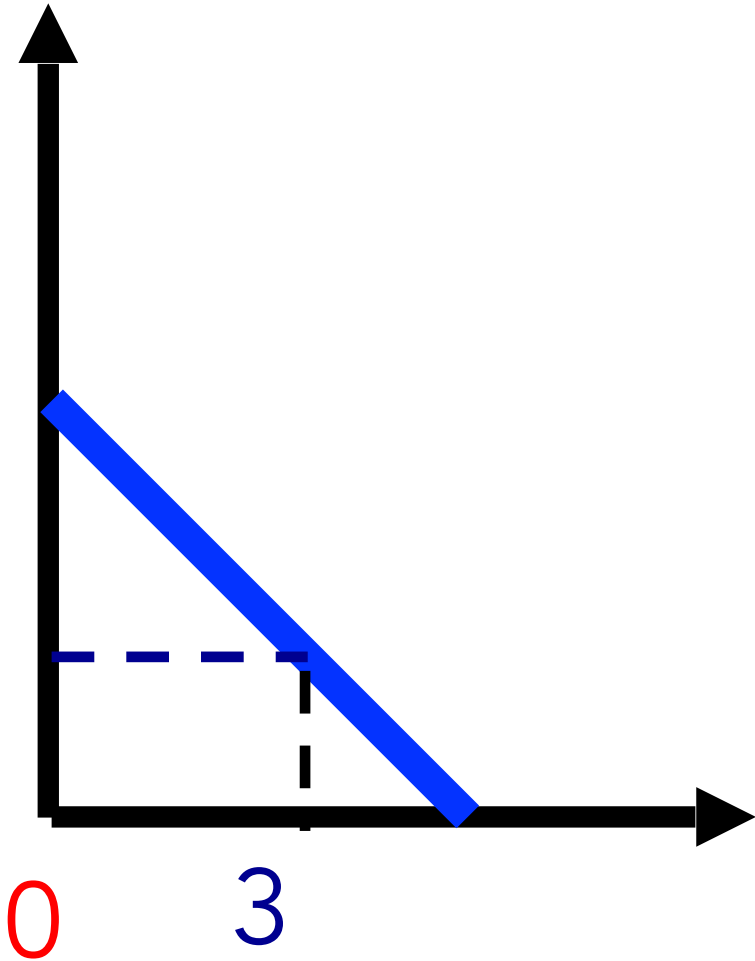






Market demand shifts























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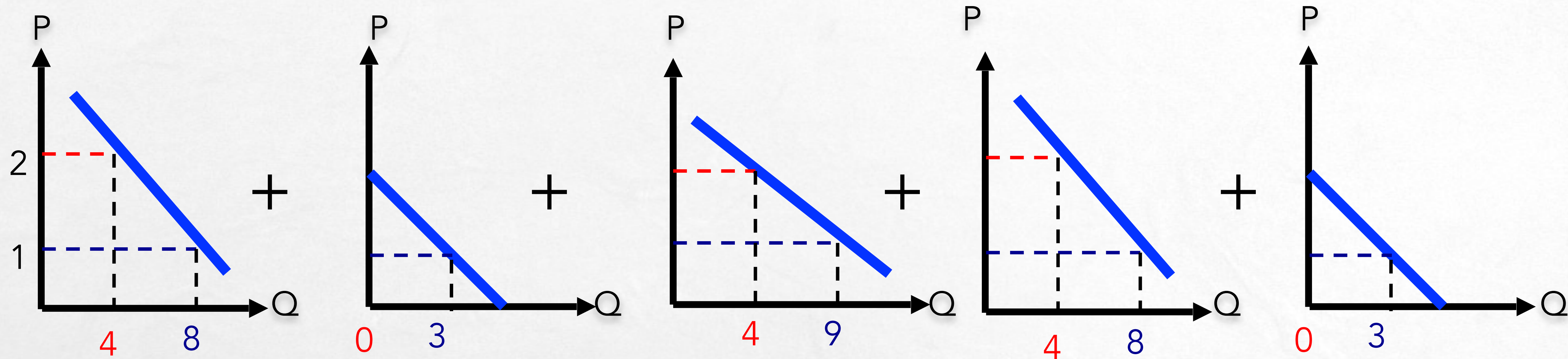








When more consumers enter the market



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