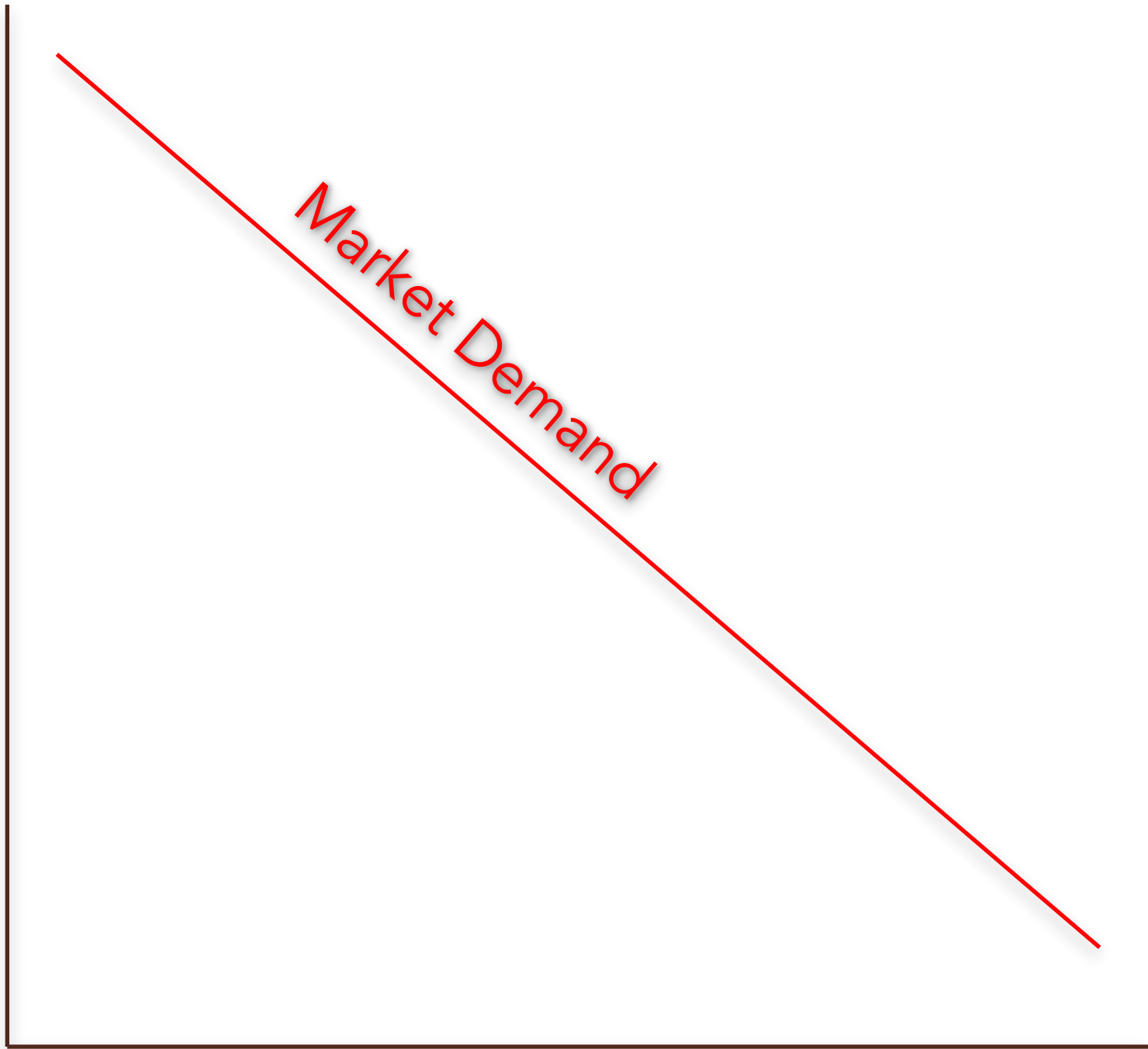


Like in Perfect Competition the Monopolistic Competitor
supplies only a portion (share) of the market demand

P

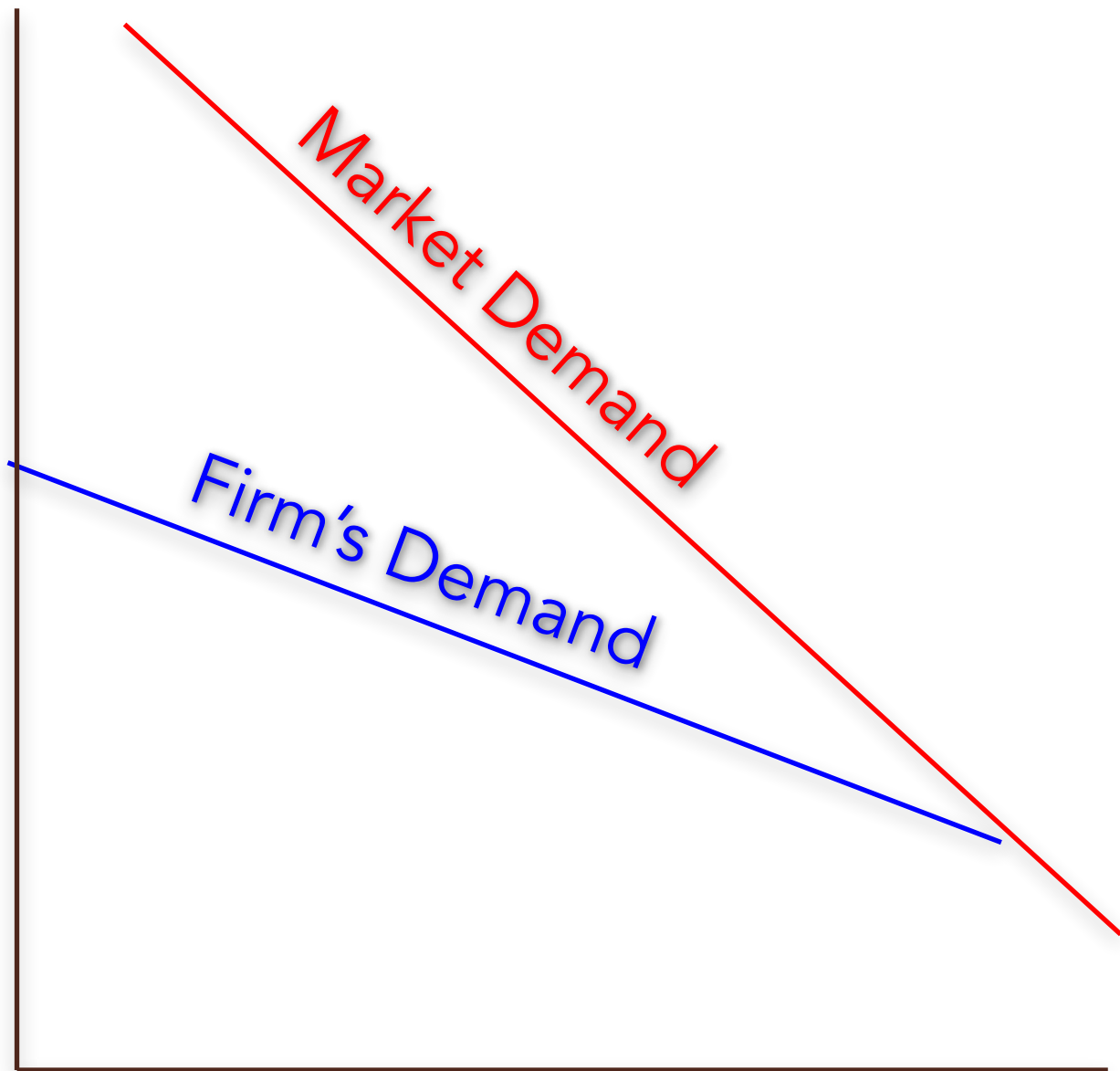
Market Demand

Q




Like a Monopolist the Monopolistic Competitors face a downward sloping demand curve

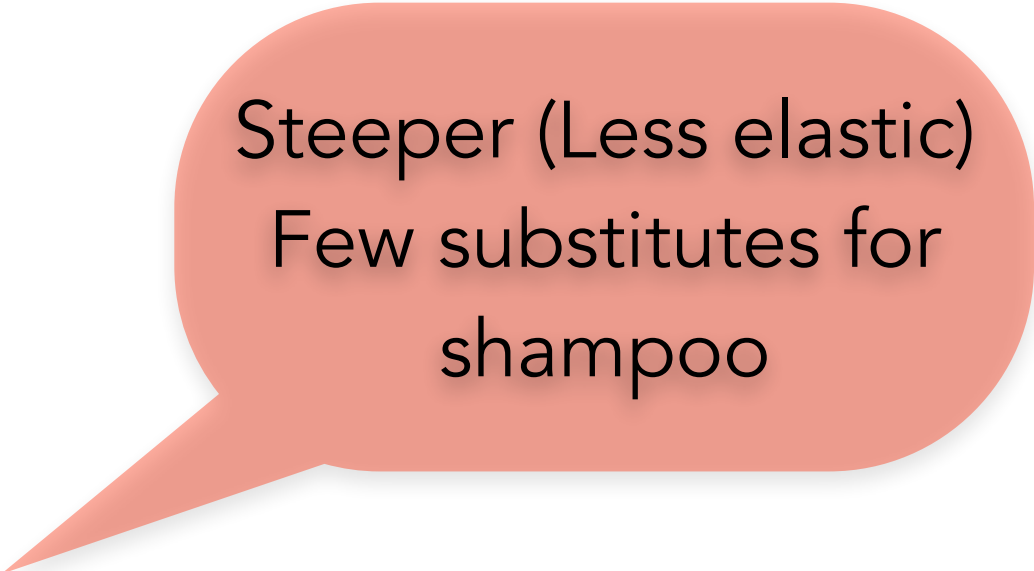
P



Q



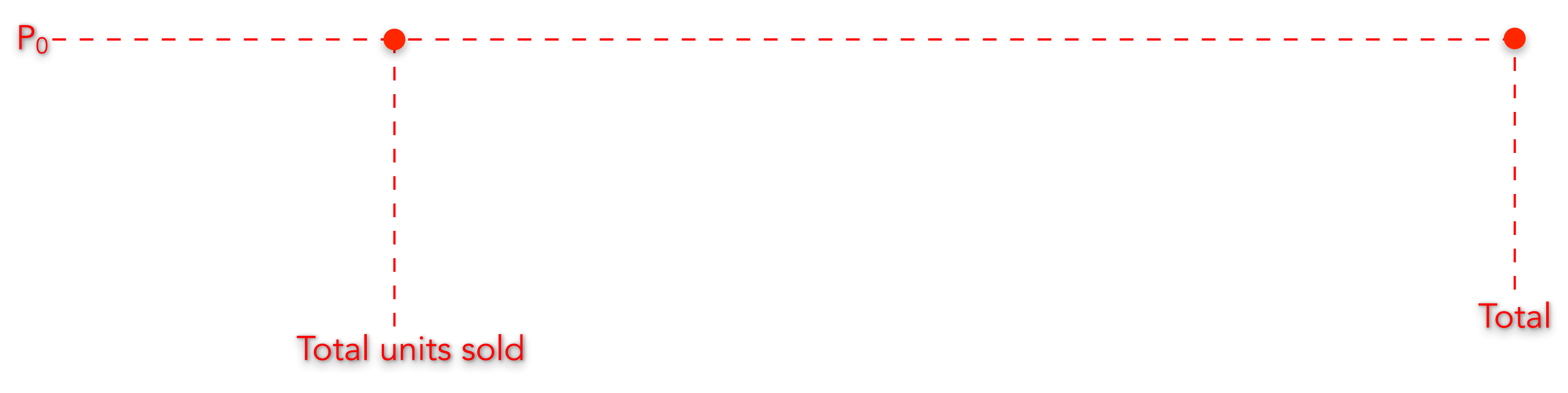
Flatter (More elastic)
More substitutes for
Pert Plus shampoo

A red speech bubble with a white drop shadow, pointing towards the bottom-left corner. Inside the bubble, the text "Steeper (Less elastic)" and "Few substitutes for shampoo" is written in a black, sans-serif font.

Steeper (Less elastic)
Few substitutes for
shampoo

A red speech bubble with a white drop shadow, pointing towards the bottom-left corner. Inside the bubble, the text "Total Market Demand for Shampoo" is written in a black, sans-serif font, centered and arranged in three lines.

Total Market
Demand for
Shampoo

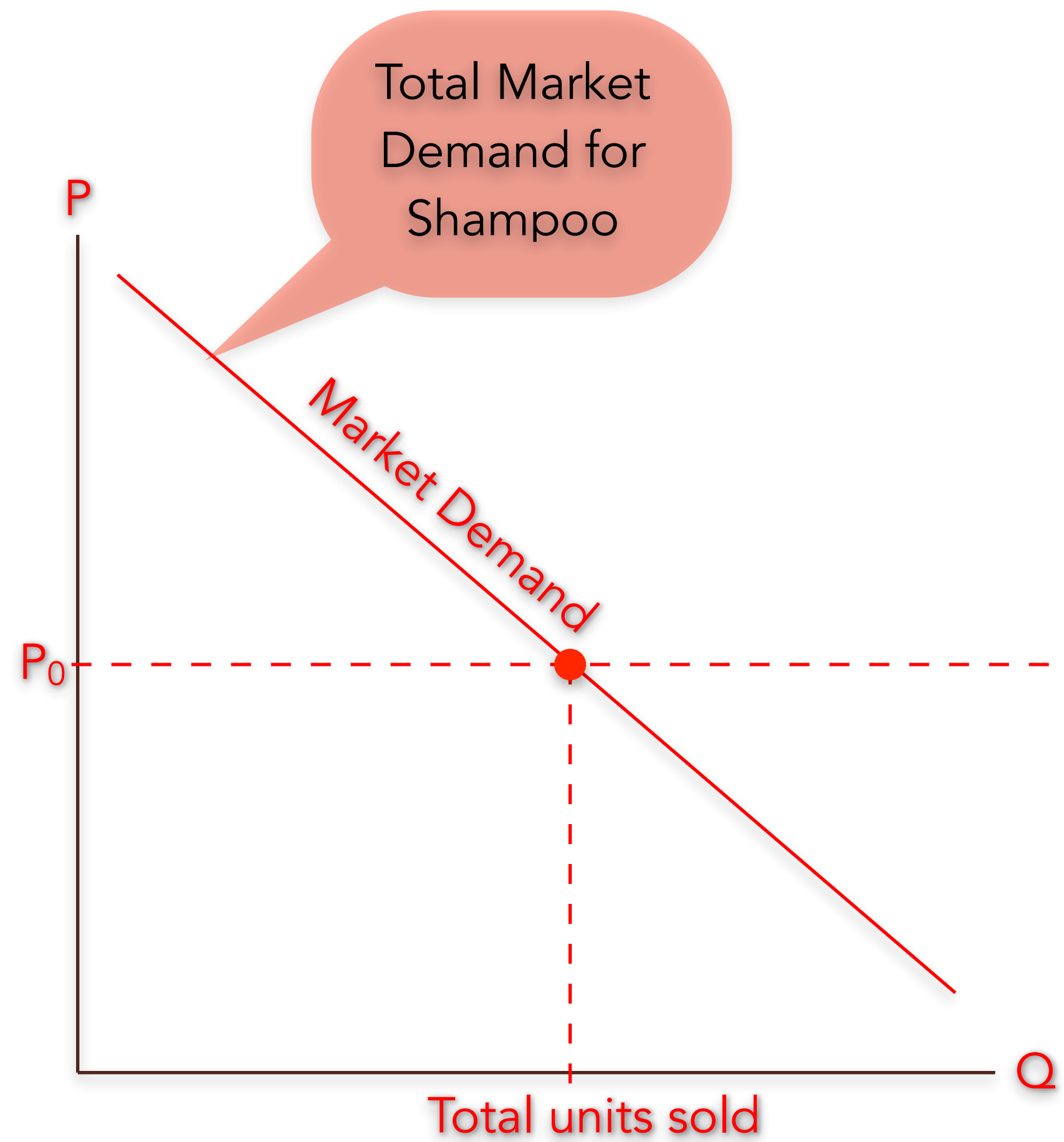




Units sold
by *Pert*

Firm's share
of the sales

Like a **Monopolist** the **Monopolistic Competitors** face a **downward sloping demand** curve



Like in Perfect Competition the **Monopolistic Competitor** supplies only a portion (share) of the market demand

