NO. E2005008
Discount Store

Discount Store 在GOOGLE搜索此内容

Discount Store

Hao Wang

Abstract: A retail store can profitably commit to the lowest prices because that allows it to take significantly greater market share. If a discount store acquires a competing convenience store, the average retail price tends to go up. When the upstream market is oligopolistic, the discounter can exert buyer power in the upstream market and thus earn even more profits. That also allows the discounter to lower its competitors' profit margins and sales. The average retail price goes down because the buyer power leads to more sales through the discounter. However, the consumers as a whole may not better off, and the social welfare decreases.

Keywords: Buyer power, Channel fees, Countervailing power, Discount store
JEL Classification: L1, L4, M2, M3

About the Text, Please refer to Download 1

相关下载：

文件下载1

相关信息：

没有相关信息

相关评论：

没有相关评论 点这里发表评论