Nashton Partners and its Search Fund Process

MARKET STRUCTURE
- In economics, market structure is the number of firms producing identical products which are homogeneous.

PERFECT COMPETITION
- The two extremes of market structure are:
  - PERFECT COMPETITION
  - MONOPOLY

MONOPOLY
Nashton Partners and its Search Fund Process

**Market Structure**
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- The two extremes of market structure are:
  - Perfect Competition
  - Monopoly

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**Perfect Competition**
- Characteristics:
  - Many buyers and sellers
  - Homogeneous products
  - Free entry and exit
  - No barriers to entry

**Monopoly**
- Characteristics:
  - Single seller
  - Unique product
  - No close substitutes
  - High barriers to entry
MARKET STRUCTURE

- In economics, market structure is the number of firms producing identical products which are homogeneous.

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- The two extremes of market structure are:
  - PERFECT COMPETITION
  - MONOPOLY
An infinite number of consumers with the willingness and ability to buy the product at a certain price, and infinite producers with the willingness and ability to supply the product at a certain price.

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Zero Entry and Exit Barriers

A lack of entry and exit barriers makes it extremely easy to enter or exit a perfectly competitive market.

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Firms are assumed to sell where marginal costs meet marginal revenue, where the most profit is generated.

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Zero Transaction Costs

Buyers and sellers do not incur costs in making an exchange of goods in a perfectly competitive market.

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Property Rights

Well defined property rights determine what may be sold, as well as what rights are conferred on the buyer.

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Profit Maximizer

Maximizes profits.

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