**Market Concepts Group Exercise**

Instructions: In your group, discuss the following questions around an issue related to market analysis. These are new concepts and it is not expected that you will know all the answers. Feel free to ask for assistance if you are stuck.

You have 30 minutes to discuss within your group. Record your responses on flip charts for presentation to the group. You will then have 5 minutes to lead a discussion on your topic.

**Group 4: COMPETITION AND MARKET POWER**

1. What is market competition?
2. What is market power?
3. Describe how negotiations may differ between market actors in the two scenarios below. How might the prices that small-scale producers receive, and consumers pay, differ between the two?

Consumers

**N = 4000**

Small-scale producers

**N = 200**

Traders

**N = 15**

Small-scale producers

**N = 200**

Traders

**N = 2**

Consumers

**N = 4000**

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1. How might competition decrease in an emergency?
2. Why is it important to understand market competition and power for our programming?
3. How might our program design affect market competition/power?