Maria and Aegean

Market structure

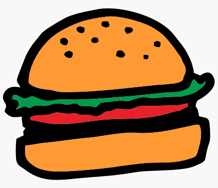
Jean Talon Market

Company Overview:
In a farmers' market, one normally sells fresh vegetables, fruits, fishes, meat, etc. Jean Talon Market is a farmers market located in Montreal, Canada that have a lot of vendors selling the above. The market is known as a whole, but with each different unknown vendor. In a farmers' market there are no brand preferences or consumer loyalties. Yet, some consumers will prefer to buy their products from a farmers' market because of the low prices and their ability in lowering the prices as their trying to compete with other same product selling vendors. The company, itself is successful, but each vendor may come and go easily depending how successful they are in selling their own products.

Market structure:
This company fits in the perfect competition market structure. They sell identical products with each other and have many producers competing against each other. Which also explains their no control over price characteristics, as there are so many buyers and sellers that none of them has any influence on the market price regardless of how much any of them purchases or sells. There are no brand differences, no brand preferences or consumer loyalties in a perfectly competitive market. The ease of entry into the market too is an easy entry market. Their only problem is with the dealing of not only substantial number of competing producers in the market but also the possibility that more producers might enter the same market, making them have a lot of competitors.

Market research:
Farmers Market serves as a rare bridge between urban and rural communities. The farmer to consumer interactions has shifted both purchasing habits of consumers and the growing practices of farmers and consumers to sustainable practices. A report in 2010 showed that Farmers Market has contributed more than $3.09 Billion to the Canadian Economy. The report also shows that 62% of Canadians feel that buying directly from the farmers is extremely important. Which explains the increasing rates of farmers markets bring to the economy.

McDonalds

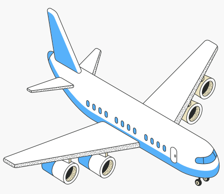


Company Overview:
McDonalds is a fast-food chain restaurant that sells western foods such as burgers, french-fries, chicken nuggets, etc. They are well known and have a lot of franchise internationally, with 38,000 locations all over the world. They achieve customer loyalty through a variety of differentiated products, like different burger fillings, different type of fries, etc. As well as creating loyalty programs; where one may receive gift cards, giveaways, brand-appeal coupons, etc. Because of this, the company has "branded" themselves and has become more successful in the past years.

Market Structure:
McDonalds fit in the monopolistic competition market structure. Having to sell varied yet similar products from restaurants like "Burger King", "Wendy's", "Taco Bell", and others. As McDonalds is a monopolistic competition market structure, its barrier to entry is low, and the decisions of any firm do not directly affect its competitors. The competing companies differentiate themselves based on pricing and marketing decisions. Mcdonalds and other fast-food chain companies do not really have control over their pricing regardless of supply and demand as other companies are selling similar yet distinct products, so they determine the pricing. The product differentiation is the key feature of monopolistic competition as they are the ones that determine whether the price will be worth it or not for consumers to buy.

Market Research:
Mcdonalds is a successful company and has around 2.5 million people visit 1,400 McDonalds restaurants across Canada every day. Through its local franchises, McDonalds has created more than 200,000 jobs for Canadians, and has generated almost $4.5 billion in local annual economic activity. McDonalds market share is about 21.4% of the Fast-Food market economy and predicted to keep on growing in the future.

Market structure



AirCanada

Company overview:
Air Canada using aircrafts to provide scheduled and charter air transport all around the world for passengers and cargo, they also offer passengers in meals, beverages, comfort, and flight entertainment. Air Canada is the largest airline in Canada and was ranked 6th place in the world. It has its own reward program for their costumers which provide priority boarding, upgrades, extra legroom seats and rebooking priority to build up consumer loyalty. Air Canada is a successful company which known as one of the most trusted airlines that provide a safe flight.

Market Structure Characteristics:
Air Canada fits in the oligopoly competition market structure. In Canada there are 46 airlines, the major airline of Canada is "Air Canada" and "WestJet". The characteristics of oligopoly market structure are few producers that produce similar products, it has a high barrier to entry due to high Startup costs and these companies can have some control over price. Air Canada is the biggest international airline among others, consumers do not have that many choices which can explain why it can take some control over price. Due to the reason that starting up airlines company need a high cost, there are few airlines' companies so that consumers are concentrated. Airline companies will also cooperate; therefore, they do not have lot of competitors.

Market Research:
Air Canada is partly owned by the Canadian government, $500 millions has spent to buy shares of Air Canada stock and the government owned around 6.4% of Air Canada. A report in 2022 has showed that Air Canada has contributed $16,556 million to the Canadian economy. There are 35,600 employees working in Air Canada, that means Air Canada has provided 35,600 jobs for Canadians.

Canada Post

Company overview:
Canada Post offer mail services for individuals and services for businesses which include mail letters, ship parcels etc. Canada Post is well known as a Crown corporation that functions as the primary postal operator in Canada. Canada Post has granted as the "exclusive privilege. Therefore, consumers do not have variety choices when competitors must charge at least three times Canada Post's regular rate. It is a successful company since it is the official post office of Canada.

Market Structure Characteristics:
Canada Post fits in the monopoly competition market structure. It is the national post carrier for Canada and the largest domestic shipping company in the country by volume. The characteristics of monopoly market structure is one producer that produce unique product which can explain why that Canada Post has dominate of Canada's postal service. Monopoly market structure has a high barrier to enter, and companies can have high control over price. It is not easy to handle the postal service of a whole country therefore consumers are concentrated, almost all of them use Canada Post to deliver their mail. That's why Canada Post can have high control over price.

Market Research:
Canada Post is a government-instituted monopoly which has more than 6,200 post offices across the country that makes shipping more convenient and affordable. It is a huge successful company with that much post offices. Canada Post could deliver multiple times per day in order to have an efficient mail service. Canada Post has created 70,000 jobs for Canadians which generated $8.2 billion for the Canadian economy.