

# WJEC (Wales) Economics A-level **Microeconomics**

## Topic 2: Market Structures

### 2.3 Perfect competition

Notes




### **Characteristics of perfect competition:**


 A **perfectly competitive market** has the following characteristics:


- Many buyers and sellers
- Sellers are **price takers**
- Free entry to and exit from the market
- Perfect knowledge
- Homogeneous goods
- Firms are short run profit maximisers
- Factors of production are perfectly mobile

 In this market, price is determined by the interaction of demand and supply.

 In a competitive market, profits are likely to be lower than a market with only a few large firms. This is because each firm in a competitive market has a very small market share. Therefore, their market power is very small. If the firms make a profit, new firms will enter the market, due to low barriers to entry, because the market seems profitable. The new firms will increase supply in the market, which lowers the average price. This means that the existing firms' profits will be competed away.

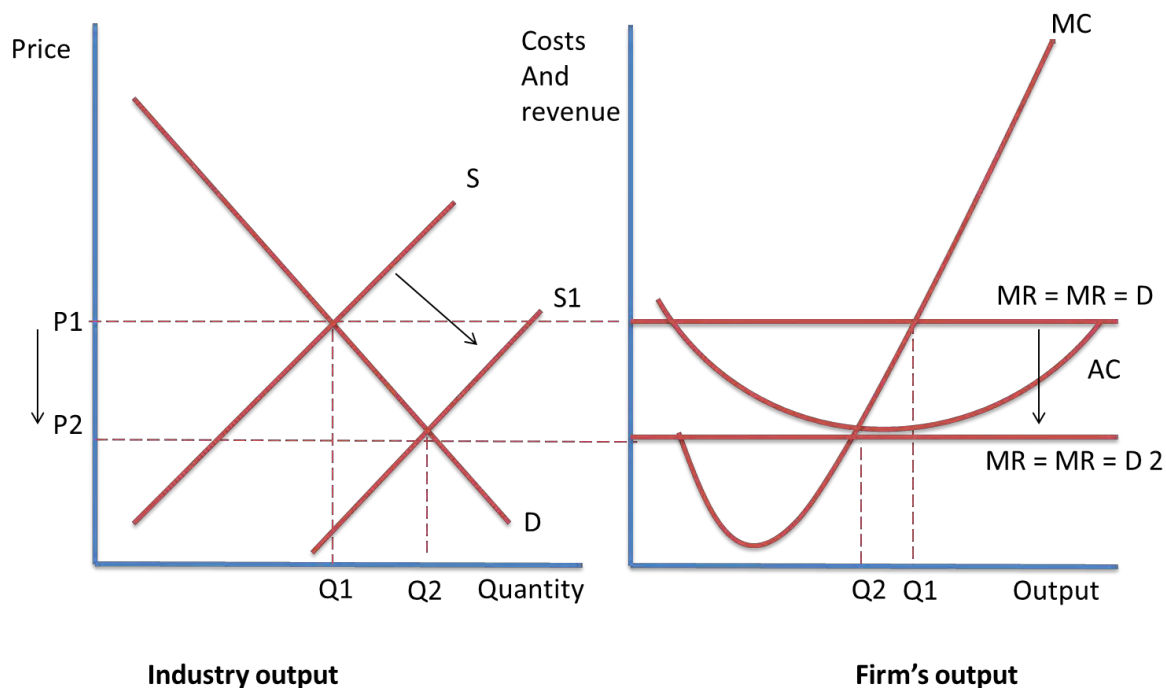
### **Profit maximising equilibrium in the short run and long run:**

 In the short run, firms can make supernormal profits. In the long run where profits are competed away, only normal profits are made.

 The diagram below shows the **short run equilibrium** for a perfectly competitive market. The firm is a price taker, and it accepts the industry price of  $P_1$ . In the short run, the firm produces an output of  $Q_1$ . The yellow shaded rectangle shows the area of supernormal profits earned in the short run. It is assumed that firms are short run profit maximisers.







 **Advantages and disadvantages of a perfectly competitive market:**

Advantages	Disadvantages
In the long run, there is a lower price. $P = MC$ , so there is <b>allocative efficiency</b> .	In the long run, dynamic efficiency might be limited due to the lack of supernormal profits.
Since firms produce at the bottom of the AC curve, there is <b>productive efficiency</b> .	Since firms are small, there are few or no economies of scale.
The supernormal profits produced in the short run might increase dynamic efficiency through investment.	The assumptions of the model rarely apply in real life. In reality, branding, product differentiation, adverts and positive and negative externalities, mean that competition is imperfect.

