

Verduidelik die implikasies van 'nie-prysmededinging' in oligopolieë.

- Oligopolieë neig om nie kragtens die prys van produkte mee te ding nie. ✓✓
- Besighede raak betrokke in nie-prys mededinging deur middel van advertensies, produk differensiasie, om marktaandeel te verkry. ✓✓
- Hulle probeer hul produkte onderskei van dié van ander besighede ten einde 'n mededingende voordeel te verkry. ✓✓
- Besighede probeer prysmededinging verhoed omdat dit die winsgewendheid van verskillende besighede kan laat daal. ✓✓
- Vorme van nie-prysmededinging sluit in: skep van handelsmerk-

lojaliteit; ✓✓ verlengde winkelure; ✓✓ doen van sake oor die internet; ✓✓ na-verkope diens; ✓✓ lojaliteit-belonings aan klante; ✓✓ ens.

Explain the implication of 'non-price competition' in oligopolies.

- Oligopolies tend not to compete in terms of the price of products. ✓✓
- Businesses normally engage in non-price competition such as advertising, product differentiation, to gain market share. ✓✓
- They try to distinguish their products from those of other businesses in order to gain a competitive advantage. ✓✓
- Businesses try to avoid price competition as this could lower the profitability of the different businesses. ✓✓
- Forms of non-price competition include: building brand loyalty; ✓✓ extended shopping hours; ✓✓ doing business over the internet; ✓✓ after sales service; ✓✓ loyalty rewards to customers; ✓✓ etc.