Case Study: Setting up Your Own Website

Entrepreneurs need very little money and technical know-how to launch a web site. It’s actually a five step process.

1. Domain Registration

2. Website Creation

3. Website Designing

4. Enchancing your website with Graphics

5. Putting Everything on the Everything on the First Page

Source: Nach Maravilla, “Hardknock’s Guide to Setting up a Web Site,” [www.developers.evrsoft.com/article](http://www.developers.evrsoft.com/article), September 29, 2004

Questions

1. Is this an example of a perfectly competitive market?

2. Would it be difficult to calculate MC and MR for these small online retailers?

3. Will competition be enhanced domestically with these online businesses? How about globally?

4. Are the retailers price takers?

5. Are the customers price takers?