

EE481 Writing Assignment 3

Some Background

The way we do grocery shopping has been tremendously transformed over the past few decades. Households turn from wet (traditional) markets to modern trade outlets such as 7-Eleven, Tops supermarket, Tesco Lotus, Tesco Express. Most stores provide online shopping services. There is even the Tesco “Talad” store format (talad = the Thai term for wet market) to supplant the real Talad.

[Charoen Pokphand Group \(CP\)](#) owns most of the large players in the Thai modern trade industry. Stores in their portfolio are 7-Eleven, Makro, and Tesco Lotus. In addition, CP operates a number of other businesses which sell through these retail channels. Examples include poultry, egg, and pork. What are the pros and cons of having such a large conglomeration like CP in our country? If you were the government, what policies might you implement in order to ensure the optimal fairness and market efficiency?

Essay Topic: **The Optimal Policy under CP**

For those whose team member(s) is/are unwilling to write the 3rd essay, you do not need to force them. You can either write the essay without them or form a new team. The number of team member may not exceed 3.