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CASE 1 Decrease in Demand & Decrease in Supply

Consider Market for Pizza hut

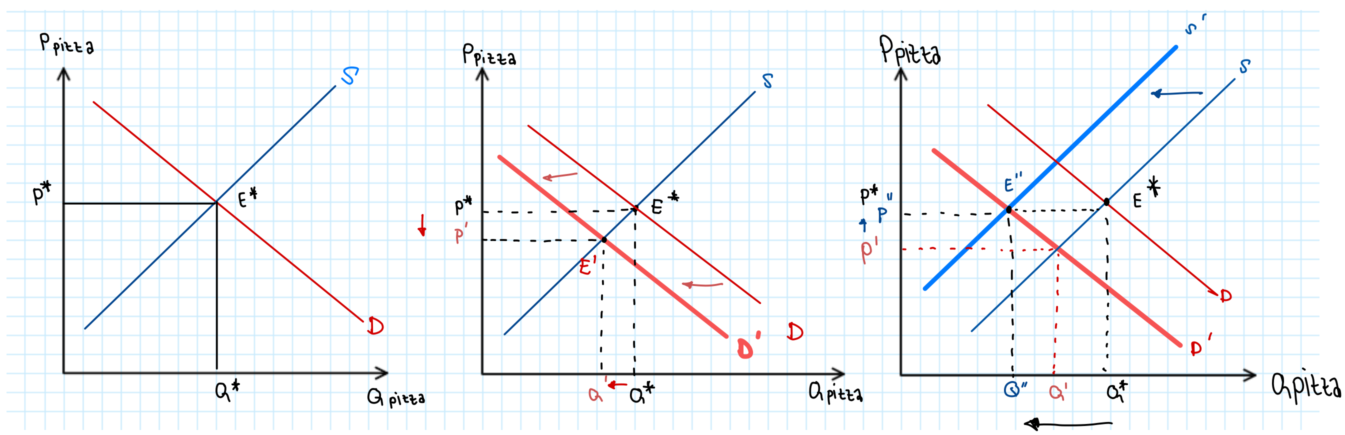
EVENT 1 (On Demand Side)

Fakenews told that virus contaminated in pizza.

EVENT 2 (On Supply Side)

The price of dough increase.

EVENT ① EVENT ②



Full Explanation

At equlibrium E*, The pizza hut market sell at the price P* and Quantity demanded Q*.

After that, the fake news told that virus contaminated in pizza. the demand for pizza decrease from D to D'

The result of demand shift left are price of pizza decrease from P* to P' and the Quantity demanded of pizza decrease from Q* to Q' at equlibrium E'.

After the event 1, the price of dough increase which is the main ingredient. so, the supply decrease, the supply shift left from S to S'. The result of supply shift left are price of pizza price increase from P' to P'' and the quantity demanded of pizza decrease from Q' to Q'' at equlibrium E''.

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CASE 2 Increase in Demand & Increase in Supply

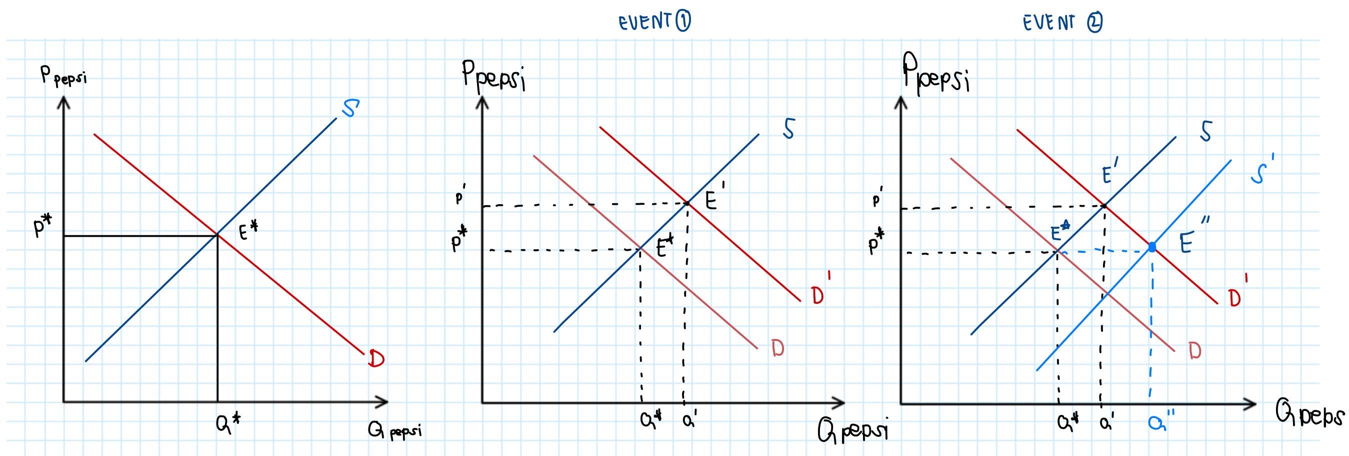
Consider Market for pepsi

EVENT 1 (On Demand Side)

Coca cola which is the main cola competitor has increase its price.

EVENT 2 (On Supply Side)

This is low season of sugar cane which make price of sugar decrease.



Full Explanation!

At equlibrium E*, The pepsi market sell at the price P* and Quantity demanded Q*.

After that, coca cola which is main cola competitor has increase its price. The demand for pepsi increase from D to D'.

The result of demand shift right are price of pepsi increase from P* to P' and Quantity demanded increase from Q* to Q' at Equlibrium E'.

After EVENT ①, this is low season of sugar care which make price of sugar decrease. The supply for pepsi shift right from S to S'.

The result of supply shift right are price of pepsi decrease from P' to P* and Quantity demanded increase from Q' to Q'' at equlibrium E''.

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CASE 3 Decrease in Demand & Increase in Supply

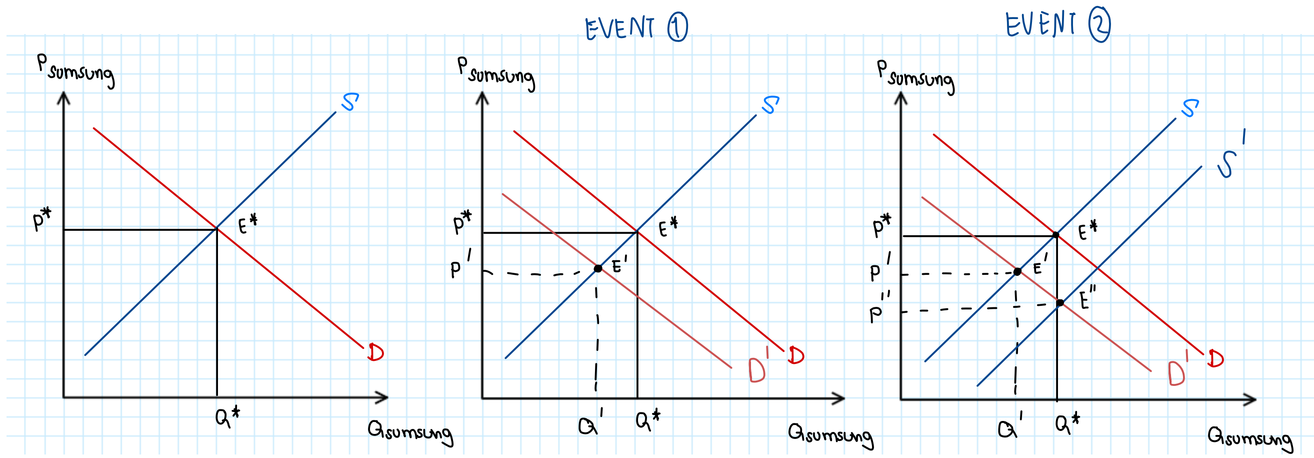
Consider Market for Sumsung smartphone

EVENT 1 (On Demand Side)

After, iphone 11 pro decrease its price

EVENT 2 (On Supply Side)

Korean goverment decrease tax on smartphone.



Full Explanation

At Equlibrium E*. The sumsung smartphone sell at price P* and Quantity demanded Q*.

After that, iphone 11 pro decrease its price. the demand for samsung smartphone decrease from D to D'. The result of demand shift left are price of samsung smartphone decrease from P* to P' and quantity demanded decrease from Q* to Q'

After Event 1, korean government decrease tax on smartphone. The supply of samsung smartphone increase from S to S'. The result of supply shift right are price decrease from P' to P'' and quantity demanded is the same at Q*, equlibrium E''.

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CASE 4 Increase in Demand & Decrease in Supply

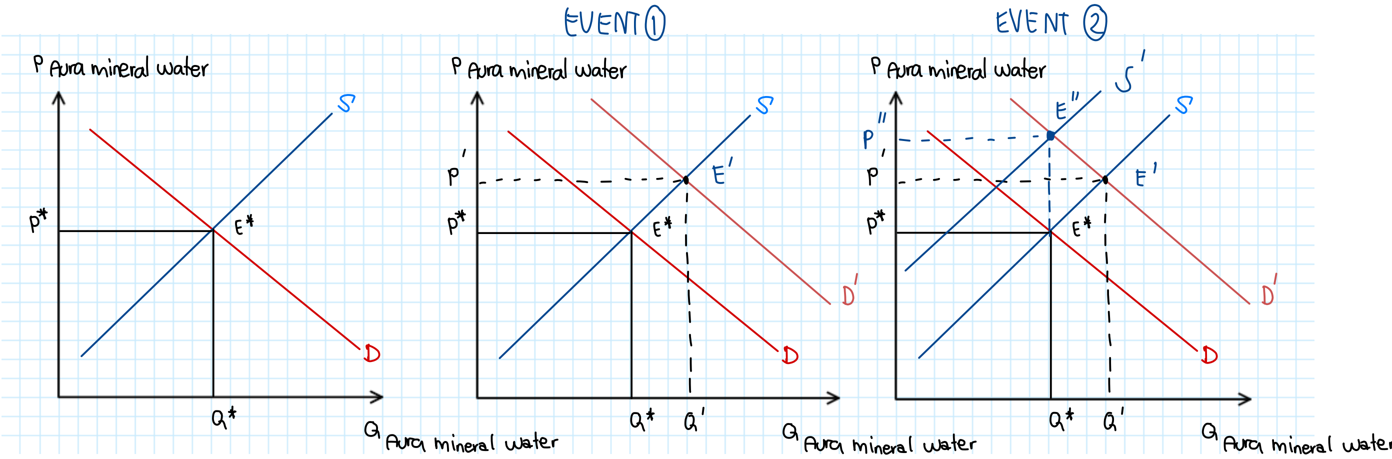
Consider Market for Aura mineral water

EVENT 1 (On Demand Side)

World discovered that mineral water make human's organ work better.

EVENT 2 (On Supply Side)

Vocano eruption so causing mineral water storage factory destroyed



Full Explanation

At Equlibrium E*. Aura mineral water sell at price P* and Quantity demanded at Q*.

After world discovered that mineral water make human's organ work better The demand for mineral water shift to the right D to D'. The result of demand shift right are price increase from P* to P' and quantity demanded increase from Q* to Q'

After Event 1, vocano eruption so causing mineral water storage factory destroyed. The supply shift to the left from S to S'. The result of supply shift left are price increase from P' to P'' but Quantity demanded are the same at Q* level at equlibrium E''.