

Welcome

Demand Framework

BY SANKHA DUTTA GUPTA



Demand Framework

→ **Concept of Demand**

→ **Demand Curve**

→ **Slop of Demand Curve**

→ **Increase in Demand and Extension of Demand**



Concept of Demand

→ Need / Requirement

→ Ability to Pay

→ Willingness to Pay

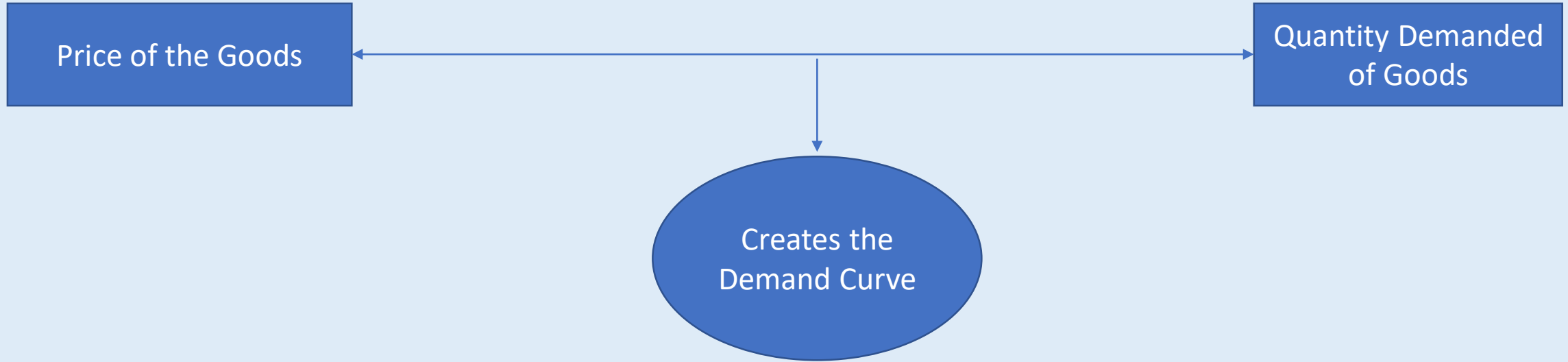
→ Availability of the product in the market

→ Willing to Sell

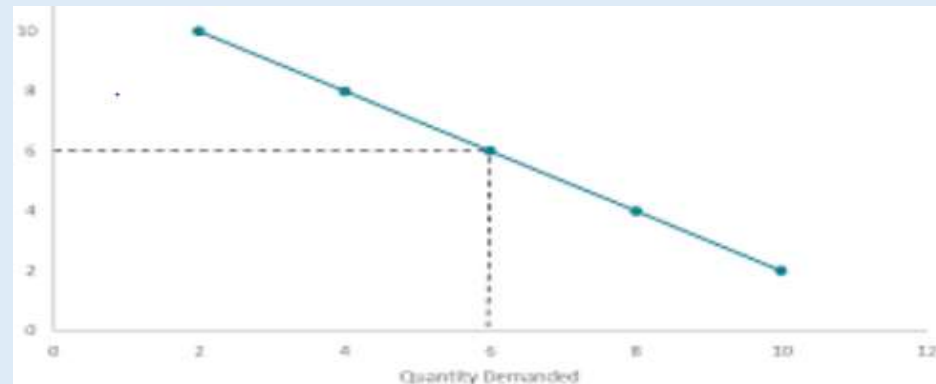
Demand refers to quantity of goods / service that consumers are willing and able to pay and purchase at various prices during a given period of time



Demand Curve and It's Slope



Inverse Relation between price and demand of the Goods



Law of Demand – High Price & Low Demand



Law of Demand – Low Price & High Demand



Extension of Demand

FIG - A

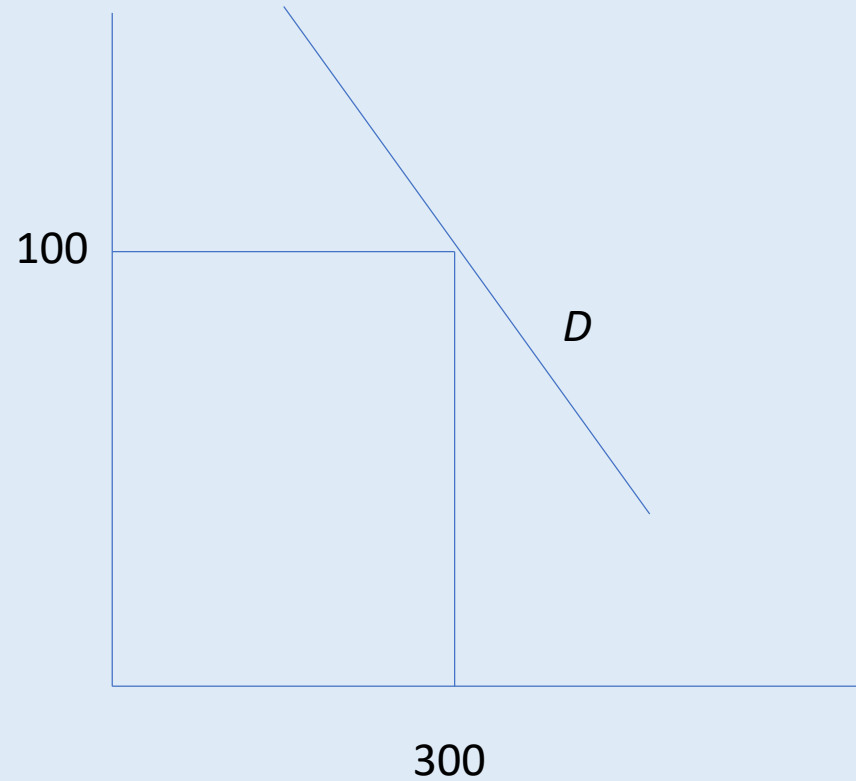
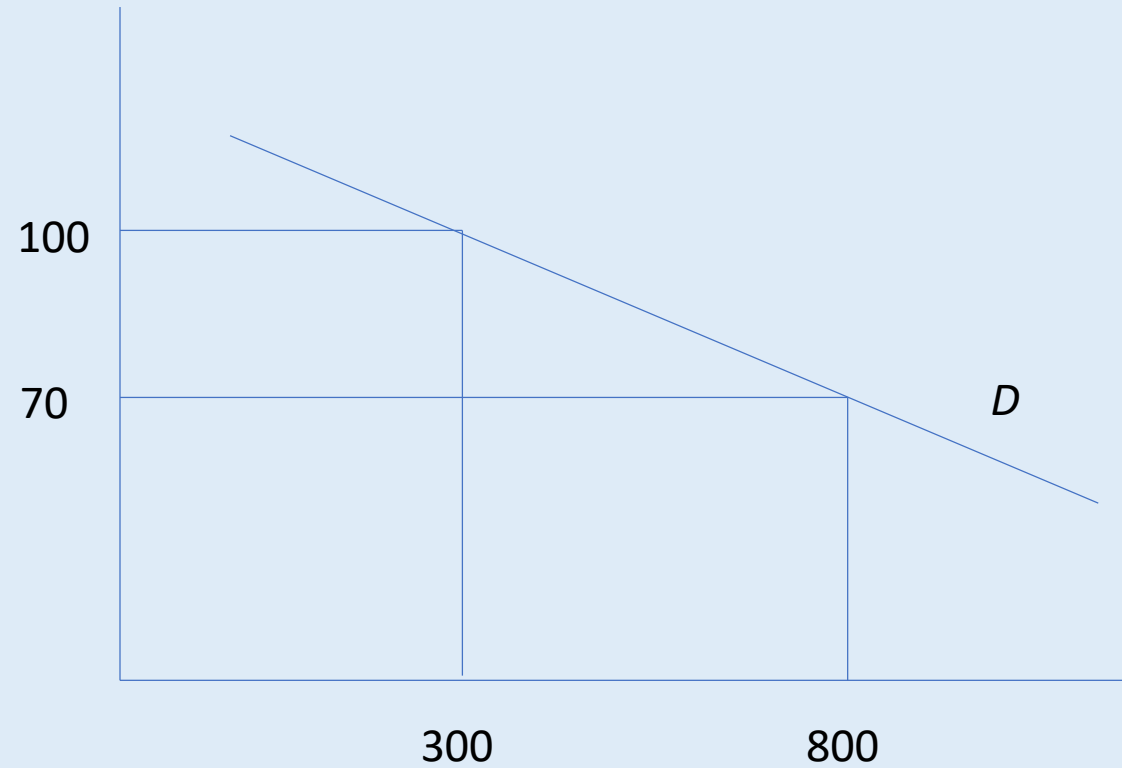


FIG - B



Increase in Demand due to change in price



Increase in Demand

FIG - A

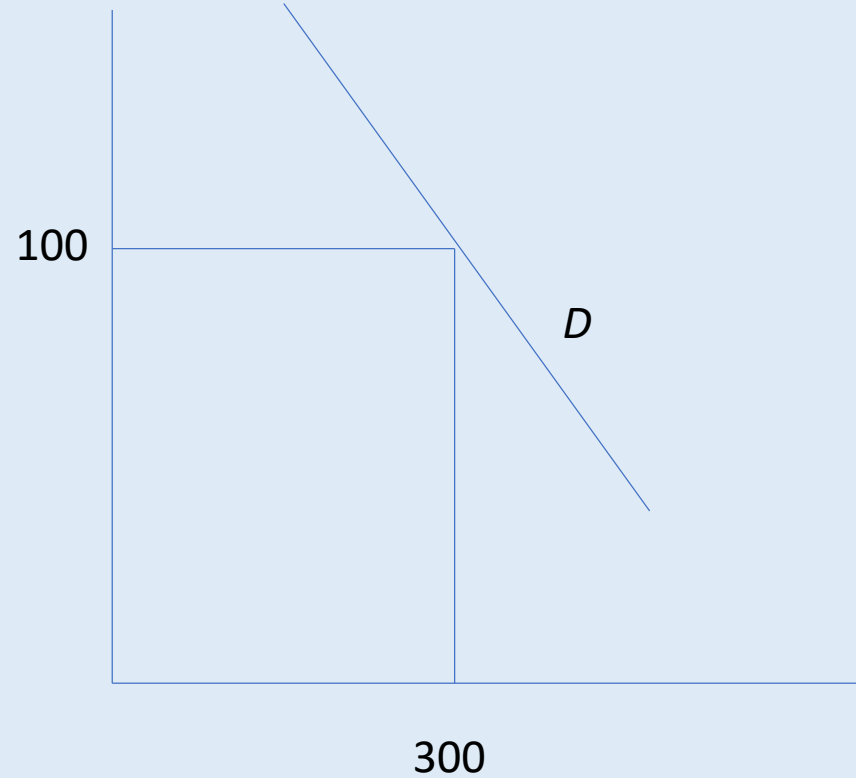
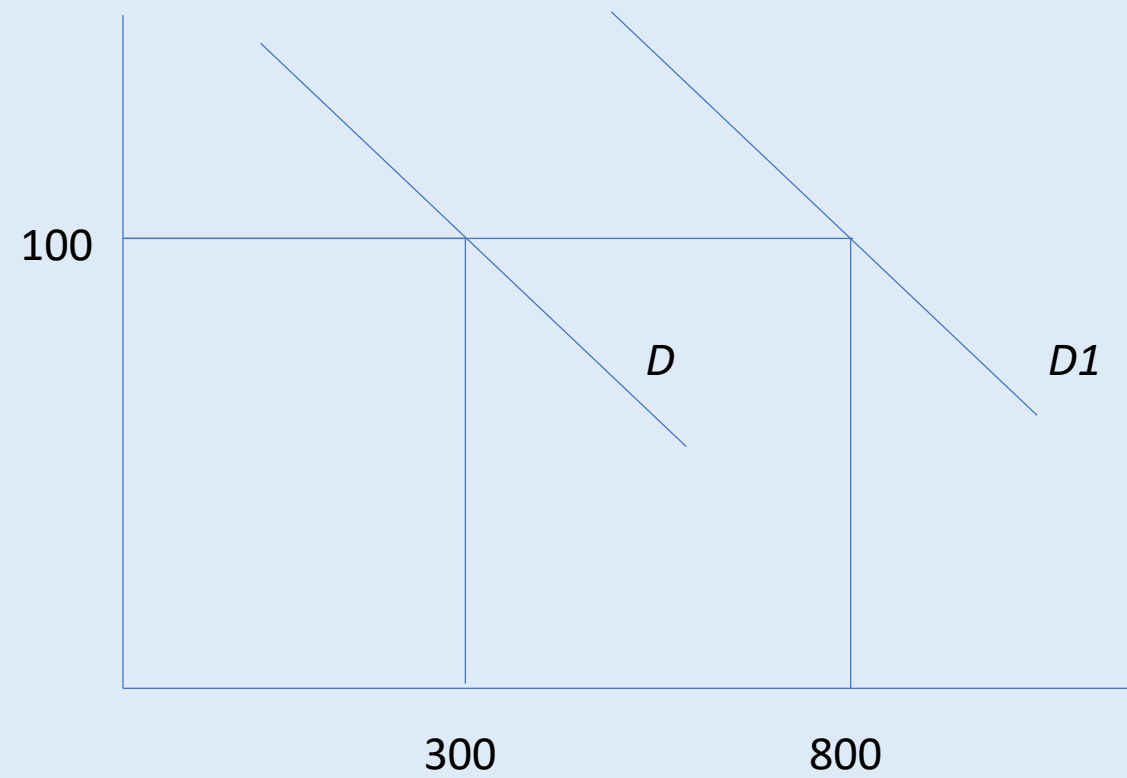


FIG - B



Increase in Demand due to change in other Factors apart from price



Thank you

Hope to See you Soon

