

## Discussion

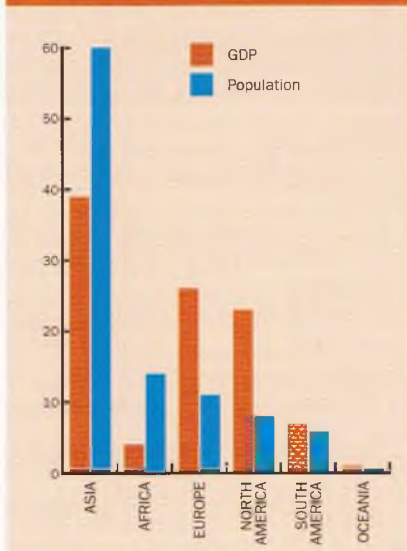
**4** In small groups, look at the charts below and discuss the questions.

- 1 Which markets have the best potential for HoloPlay and ThreeD-Vision?
- 2 What strategies might they consider to avoid a format or price war?

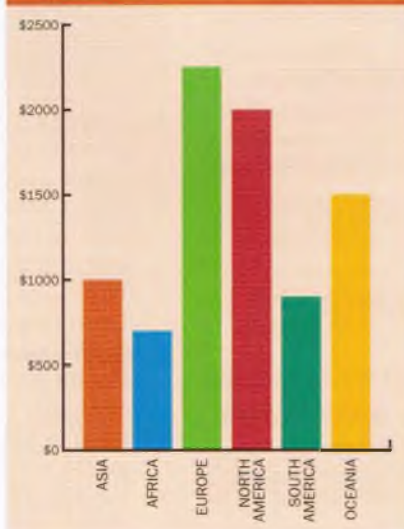
**FIG.1** WORLD POPULATION



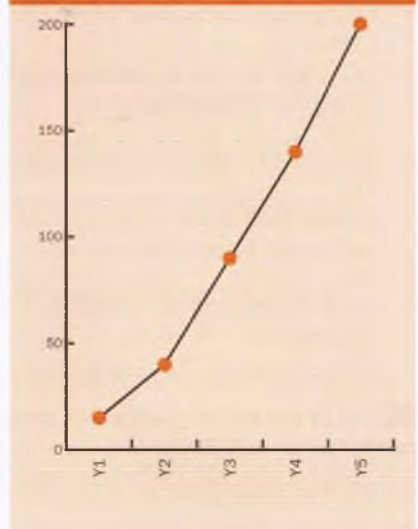
**FIG.2** POPULATION AND GDP



**FIG.3** OPTIMUM UNIT PRICE FORECAST BY CONTINENT



**FIG.4** PROJECTED ANNUAL DEMAND WORLDWIDE (MILLIONS)



## Internet research

Search for the keyword *cartels* to find out why they usually fail. Find examples of multinational companies which have been accused of violating antitrust laws.

## Negotiation

**5** In teams, meet to negotiate the agenda opposite.

Team A are from ThreeD-Vision Inc. Turn to page 121.  
Team B are from HoloPlay PLC. Turn to page 119.

### AGENDA

- 1 Recommended retail price
- 2 Production levels
- 3 Commercial policy and territories
- 4 Cost-cutting through shared purchasing and distribution networks
- 5 Profit-sharing
- 6 AOB