**DYNAMIC BUSINESS ENVIRONMENTS**

**Learning Outcome 1: Activity 11**

**Group Activity**

**The advantages and disadvantages of different types of competition**

In groups, discuss the advantages and disadvantages for the organisation and the customer of:

1. Perfect competition
2. Monopoly
3. Oligopoly
4. Monopolistic competition.

In which of these markets would you most like to operate as an organisation and where would you most like to be a customer? Why?