



The profitability threshold and its role for the decisional process of the agricultural unities

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As following of the confrontation between demand and offer and also under the influence of the production and market conditions appears the price which will assure the equalisation, through the competition, of the quantities of goods demands and offer on the market. Although the prices are imposed, each productive firm will established an certain level of the price, based on the informations provided from the administration bookkeeping and which are making reference at the production cost, and also based on the profit estimated by the unity.