



## Price distinguishing features the competitive environment agrifooud

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Progress, constantly changing economy and competition becomes more fierce market food products. Turbulent environment compel the appearance of Management - Marketing based on knowledge. Sustainable development changing business environment, the process of internationalization of finance and agricultural production, capital and labor.

Environmental complexity and competition in the agro-food company operates requires use of prices as a factor of supply and demand balance. Study prices through competition is a mandatory variable approach knowledge at a certain food markets, where low purchasing power of consumers determined that decisions are driven by price.