

ECONOMICS
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It is proposed an approach to quantitative analysis of consumer (wholesale and retail) markets from an integral point of view. The problem of optimizing the structure of purchases in the wholesale and consumer markets is discussed. The approach is based on the consideration of the interaction of the three economic actors: producers, comprehensive wholesaler (mediator) and total customer (retail market). By using some optimization criteria, it is possible to find the kind of functional connections between the categories of production, consumption and trade.

Key words: utility, value, consumer surplus, consumer price, wholesale price, production, demand, supply, costs, costs of the seller, manufacturer's costs, profit.

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