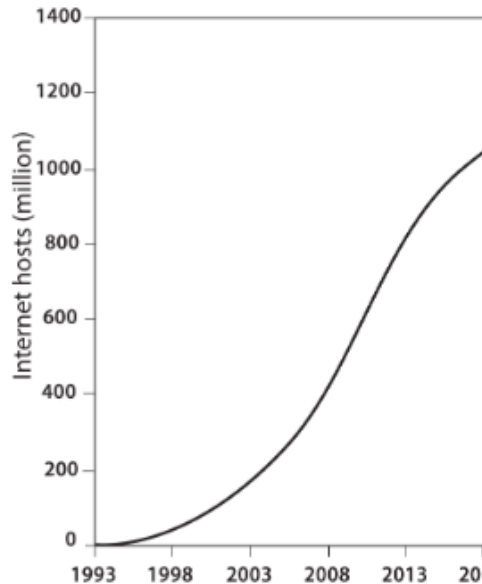
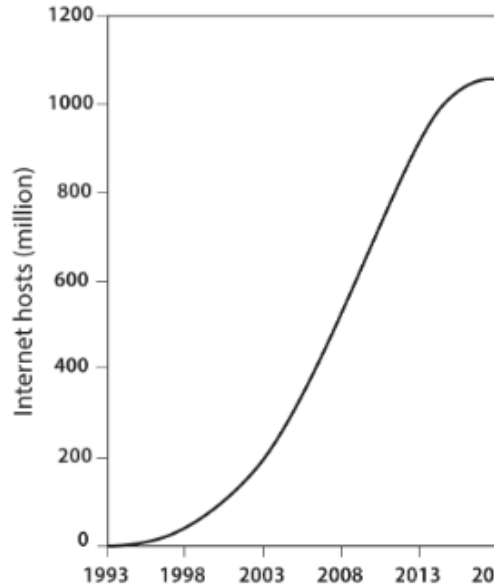


A fejlesztési diktatúra kialakulásának törvénye

Piacszerzések és megtartások praktikái



A piacok növekedése kiszámíthatatlan?

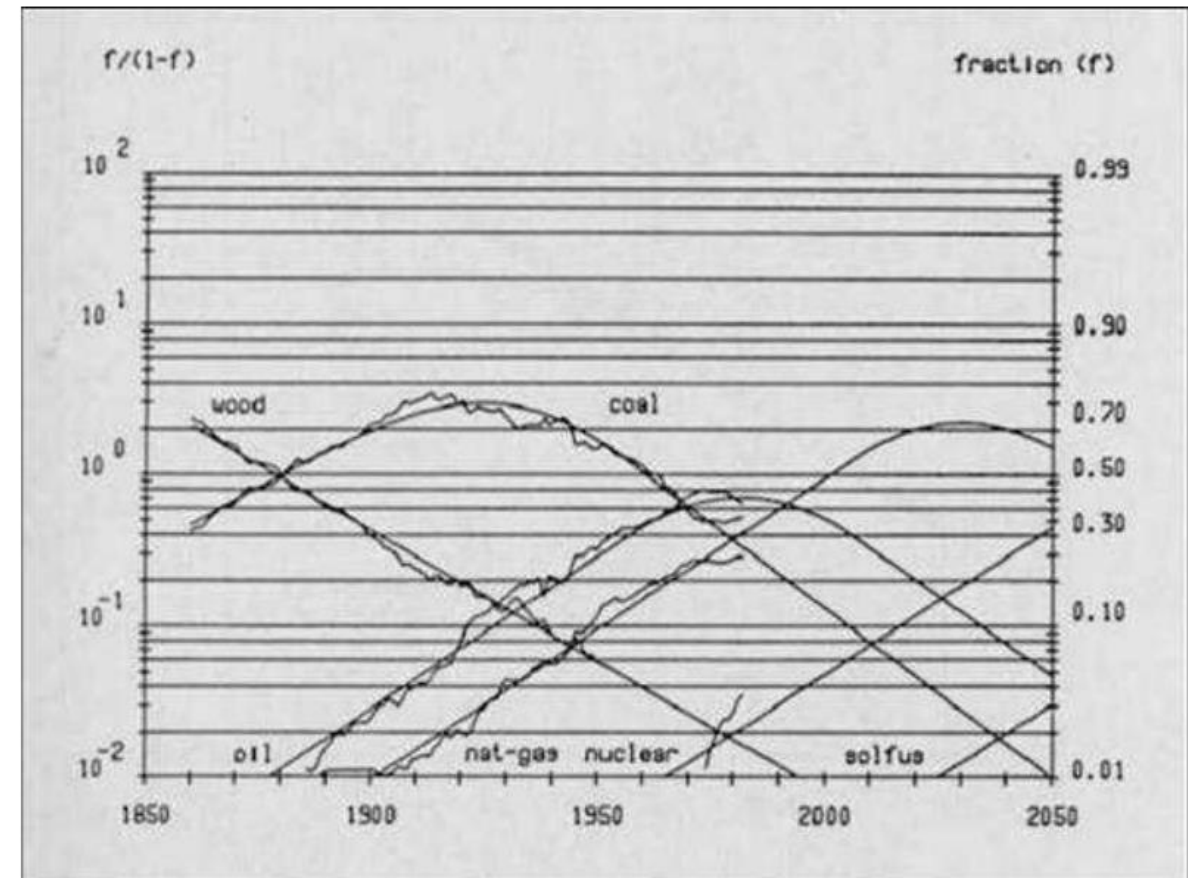
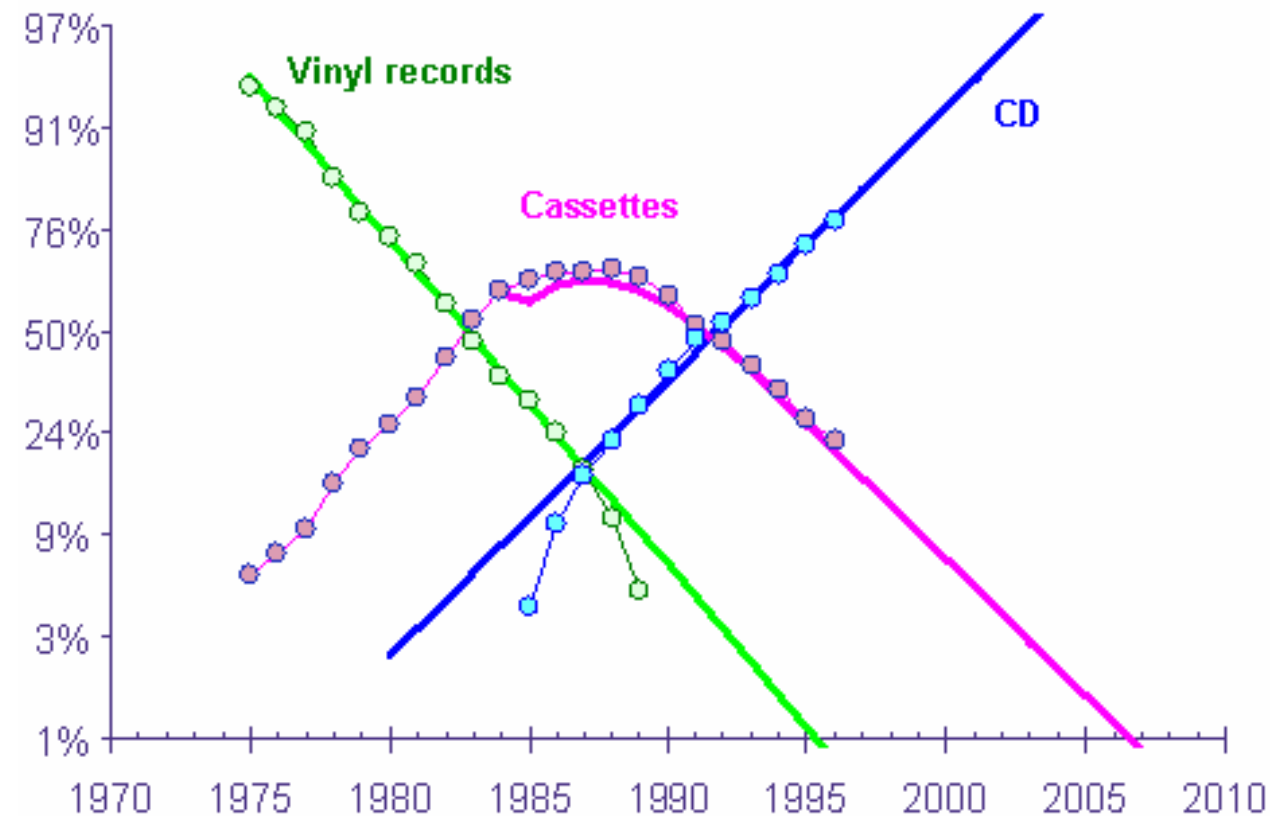


“Vaclav Smil’s latest
masterpiece.”
—BILL GATES

VACLAV SMIL GROWTH FROM MICROORGANISMS TO MEGACITIES

Minden iparág nagyon más....

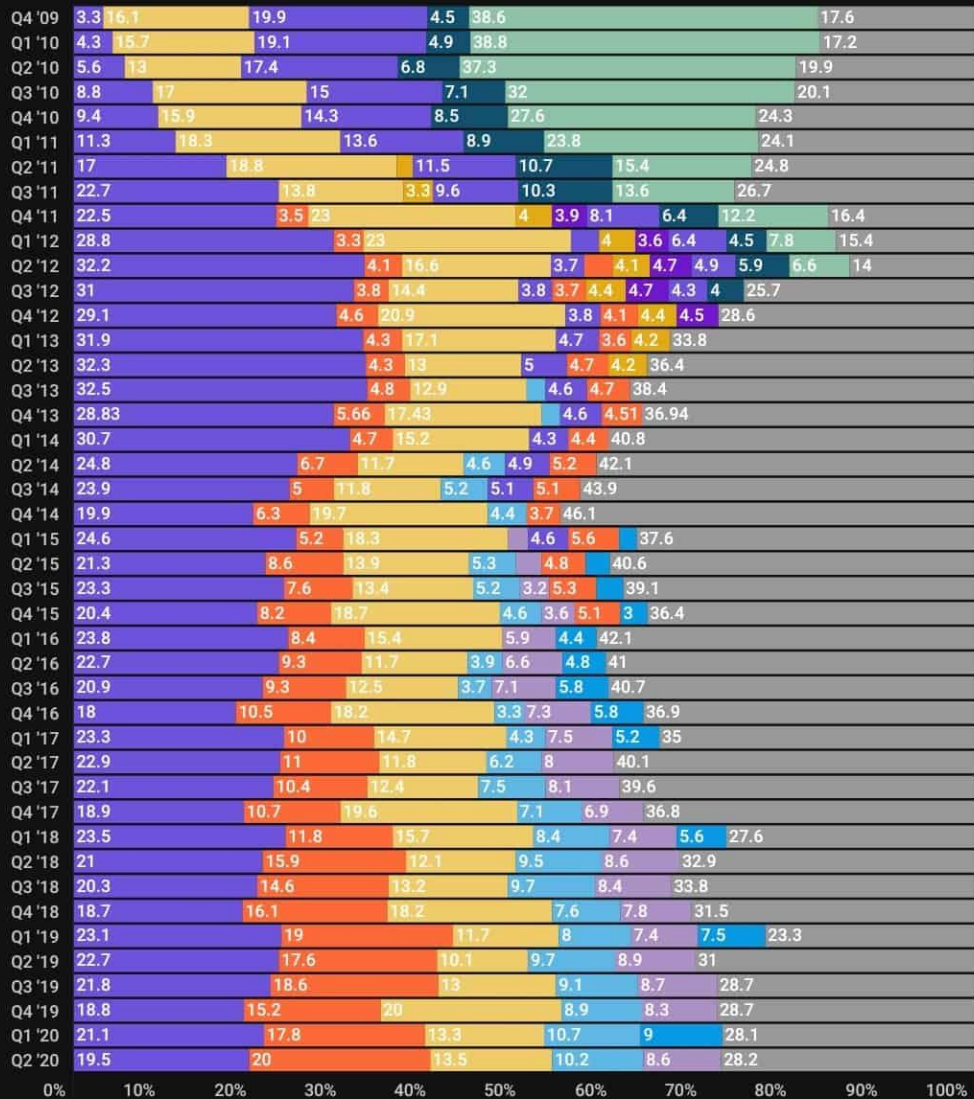
The Recording Media Market



Global Smartphone Market Share

From Q4 2009 to Q2 2020

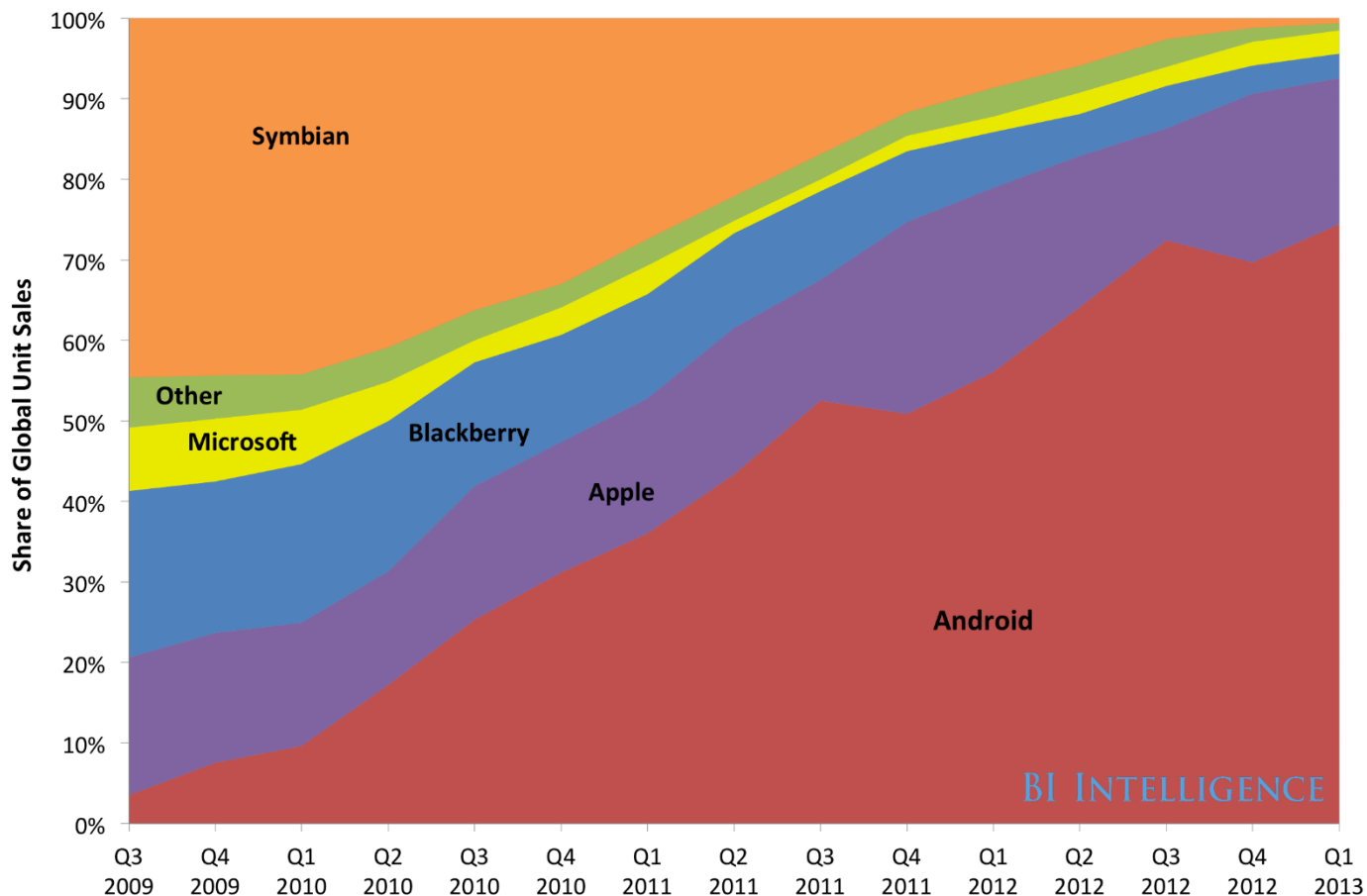
Source: IDC.com



● Samsung
 ● Huawei*
 ● Apple
 ● Xiaomi*
 ● OPPO
 ● LG*
 ● Lenovo*
 ● ZTE*
 ● vivo
 ● Sony*
 ● RIM*
 ● HTC*
 ● Nokia*
 ● Others

Market share percentage

Global Smartphone Market Share By Platform



Source: Gartner

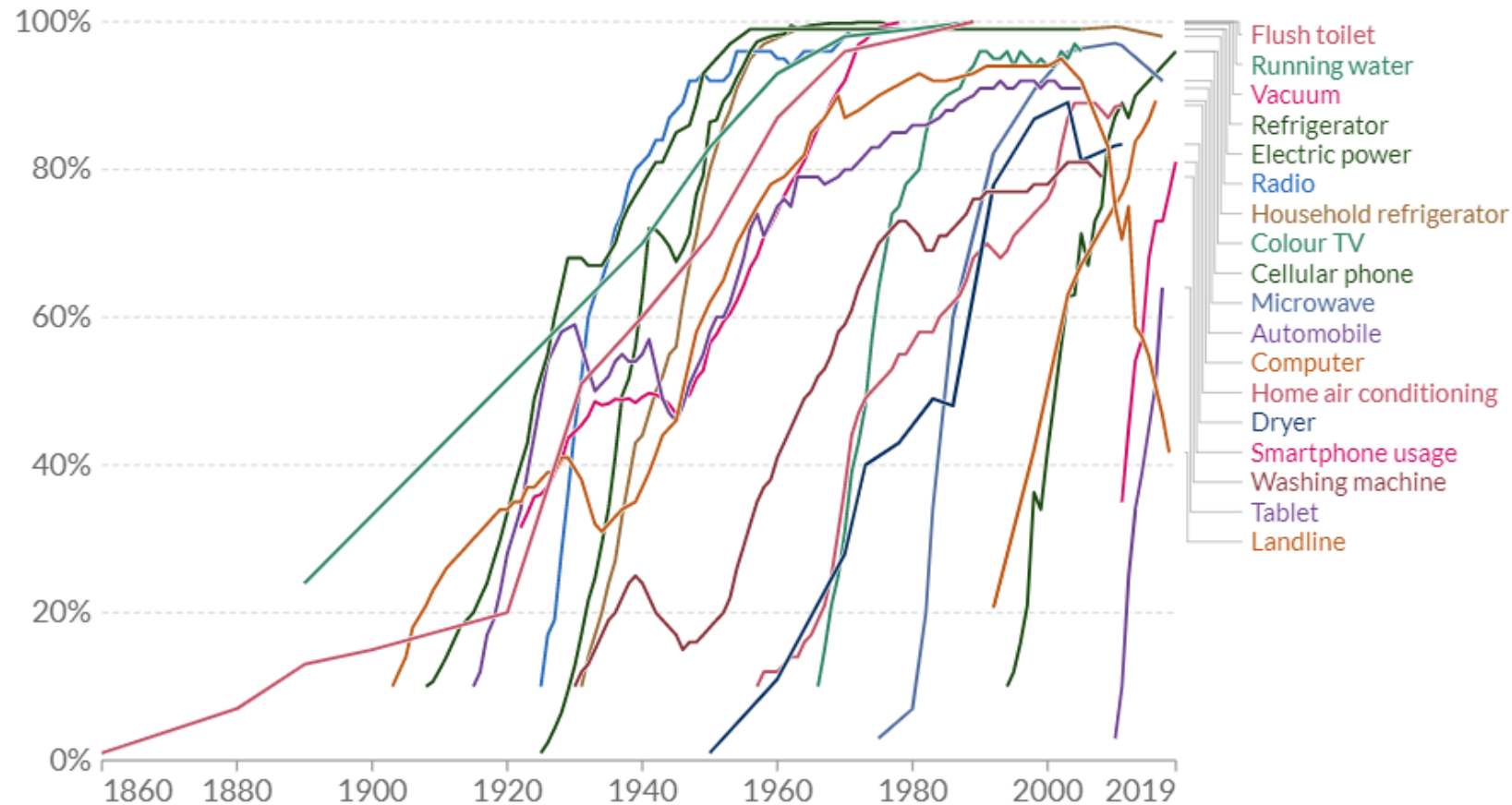
BI INTELLIGENCE

A digitális világ olyan más...

Share of US households using specific technologies, 1860 to 2019

Our World
in Data

+ Add technology



Source: Comin and Hobijn (2004) and others

OurWorldInData.org/technology-adoption/ • CC BY

Kiszámíthatatlanok az új technológiák?

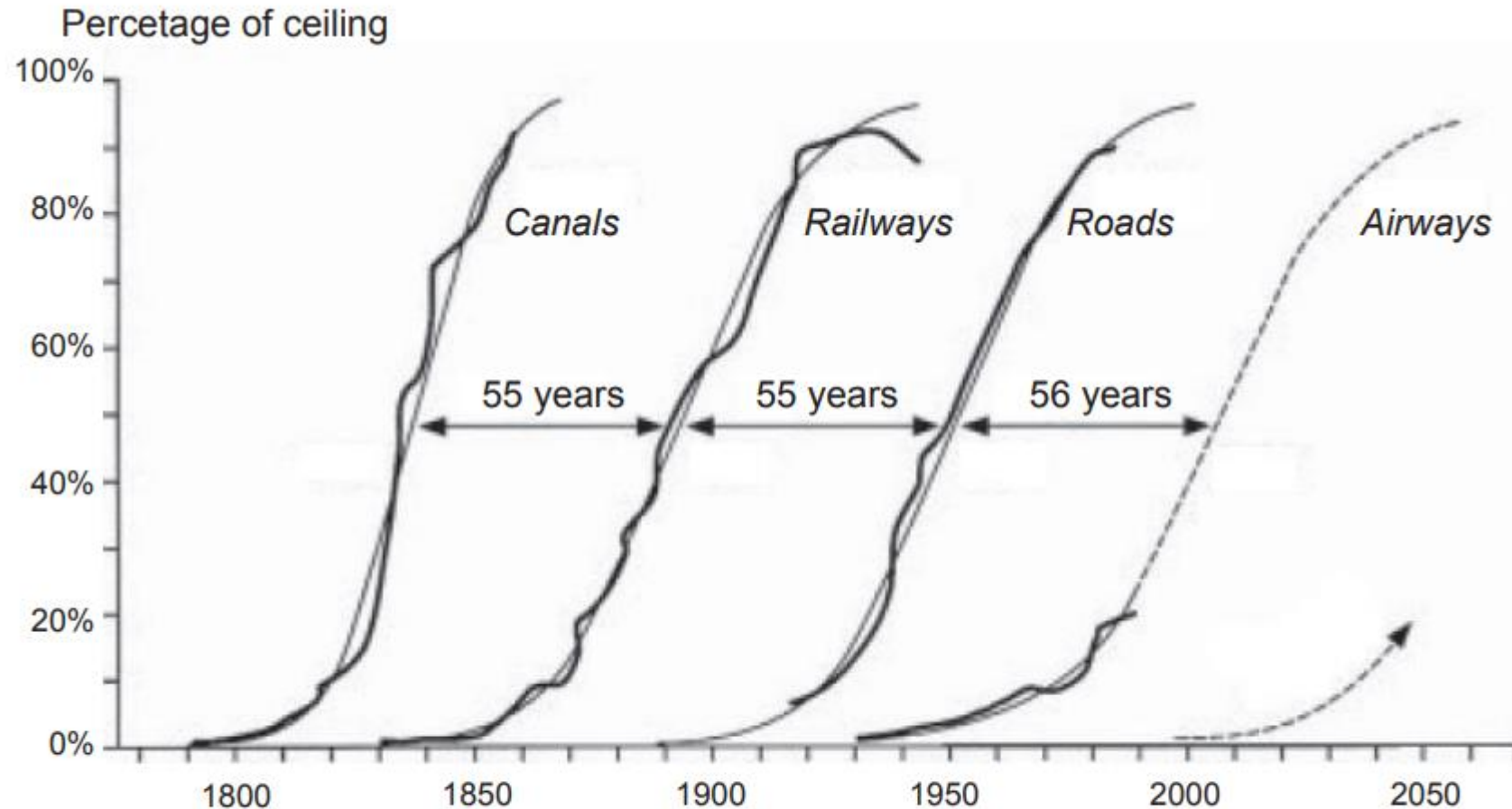
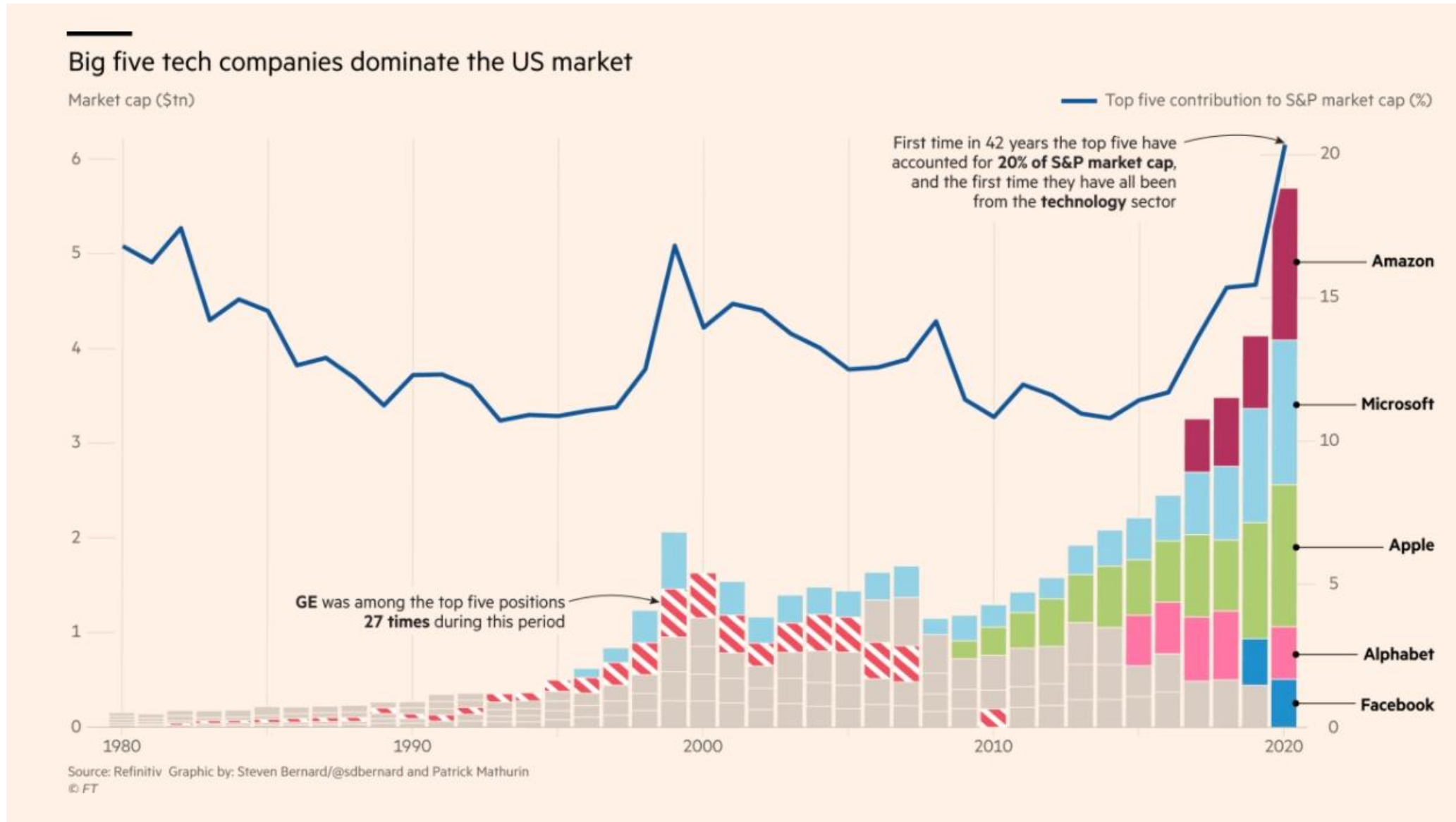


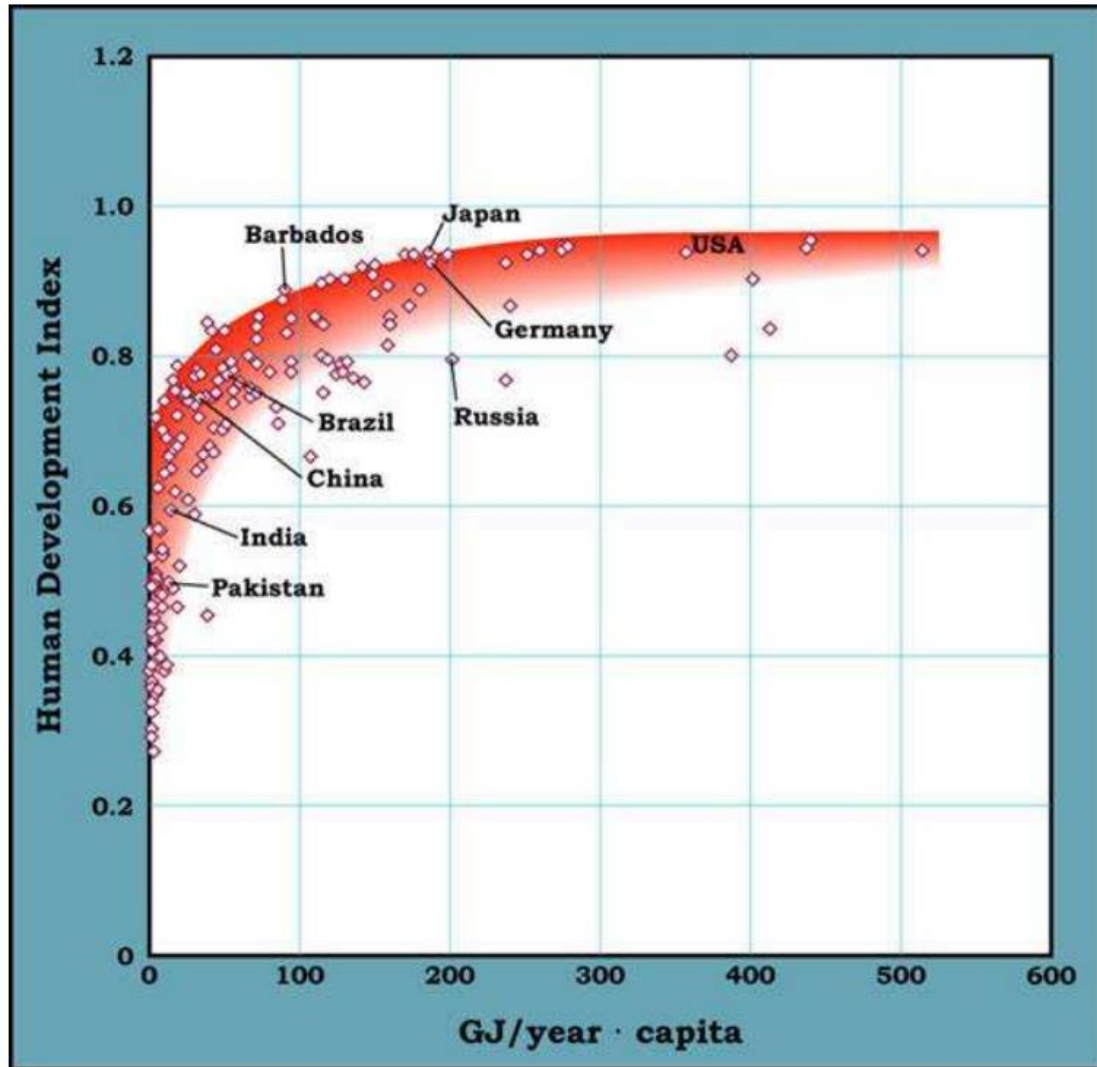
Figure 7: U.S. transport infrastructure. The growth in length of each infrastructure is expressed as a percentage of its final ceiling. The absolute levels of these ceilings in miles are different. Source [11, 37].

Kucharavy, D., & De Guio, R. (2011). Logistic substitution model and technological forecasting. *Procedia Engineering*, 9, 402-416.

A big tech sose látott módon uralja a tőzsdét...

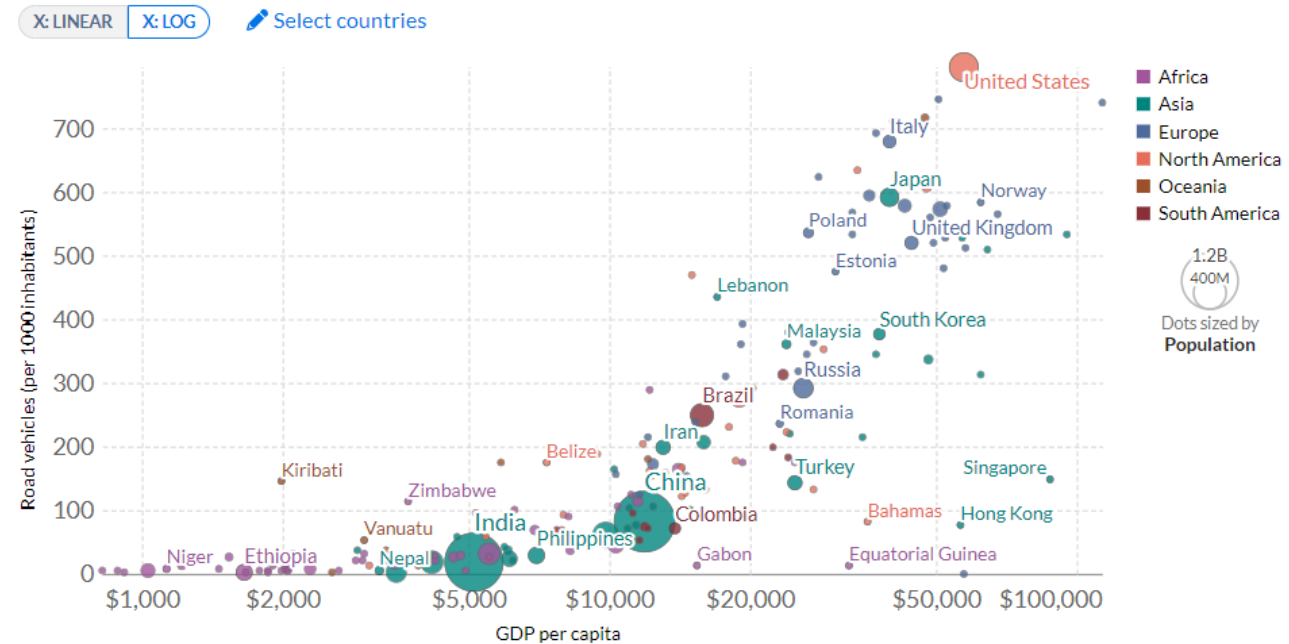


Eltérő kulturális háttér...



Motor vehicles per 1000 inhabitants vs GDP per capita, 2014

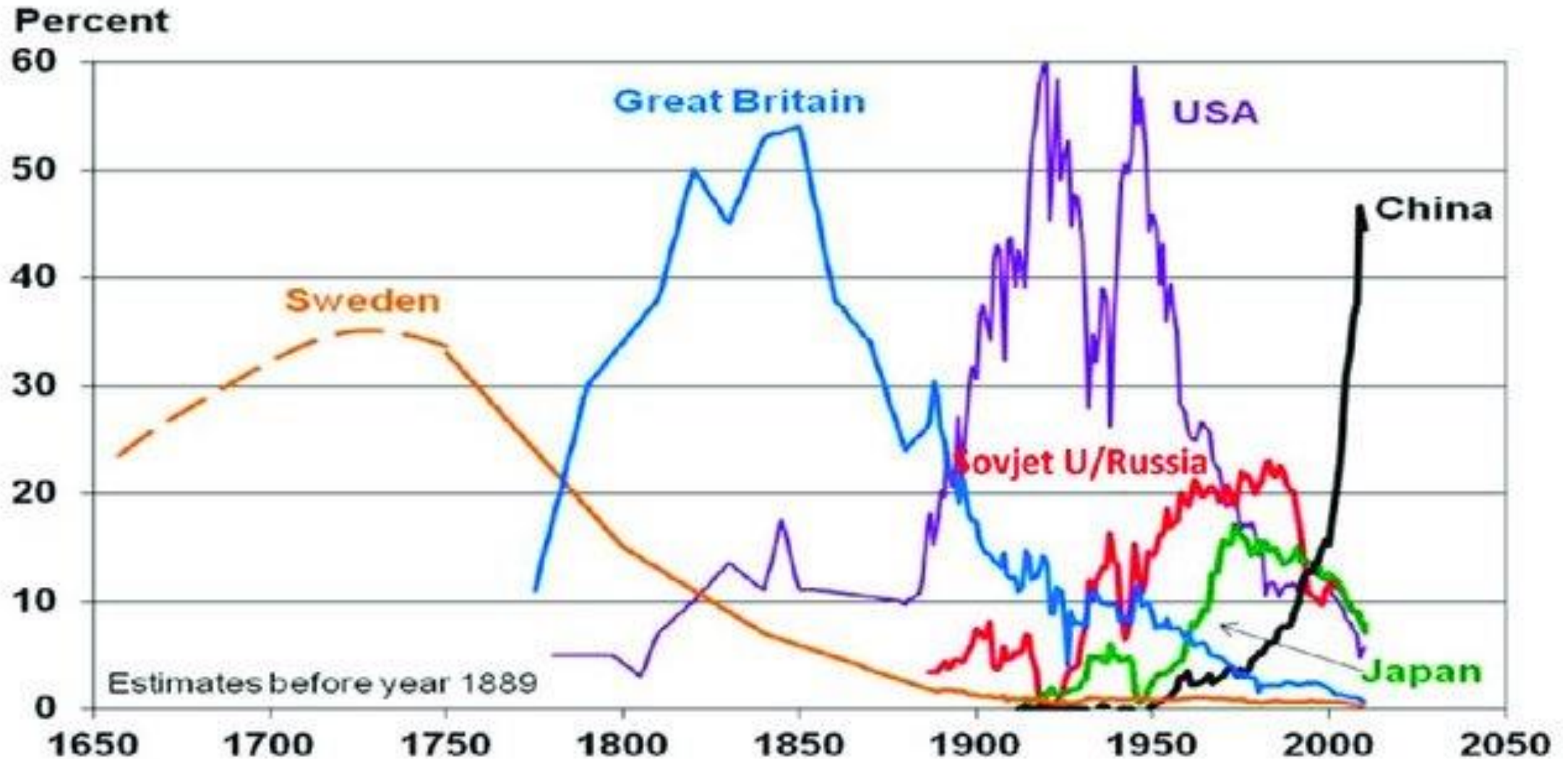
'Motor vehicles' includes automobiles, SUVs, trucks, vans, buses, commercial vehicles and freight motor road vehicles. This data excludes motorcycles and other two-wheelers. GDP per capita is adjusted for price differences between countries (PPP adjustment).



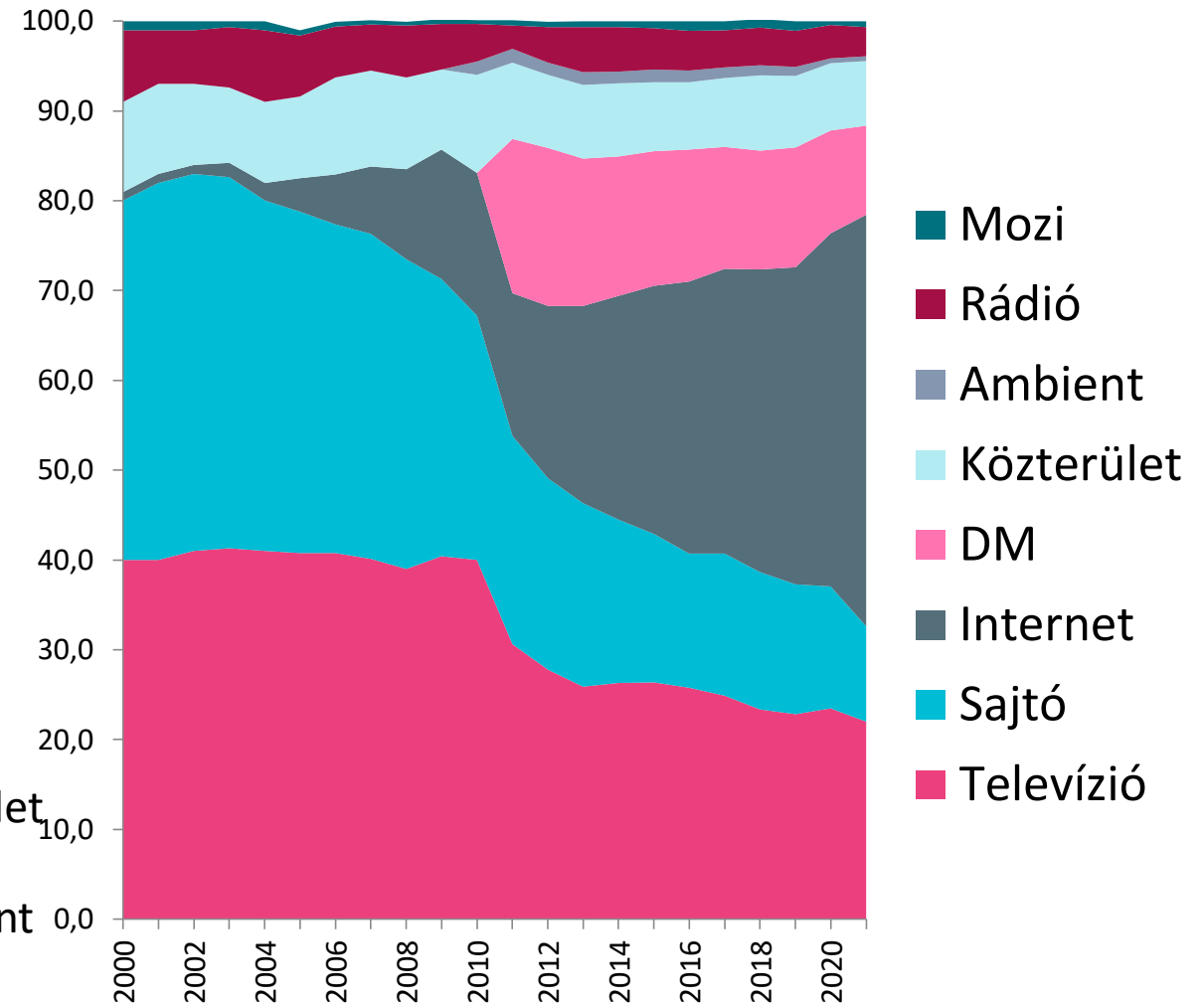
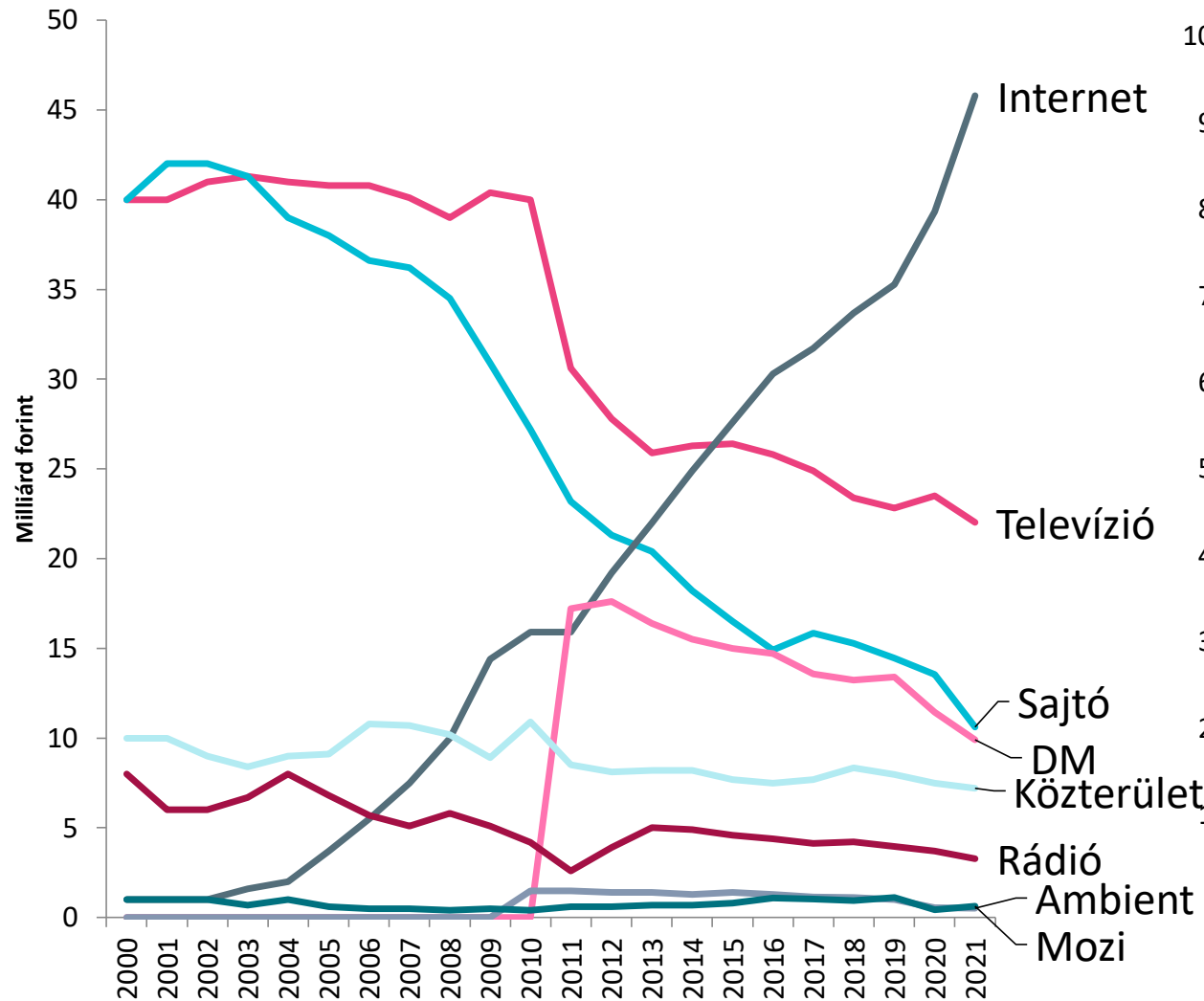
Source: NationMaster (2014), Data compiled from multiple sources by World Bank

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A csúcson túl – gyors összeomlás az acélpiacon



Hazai médiaköltés



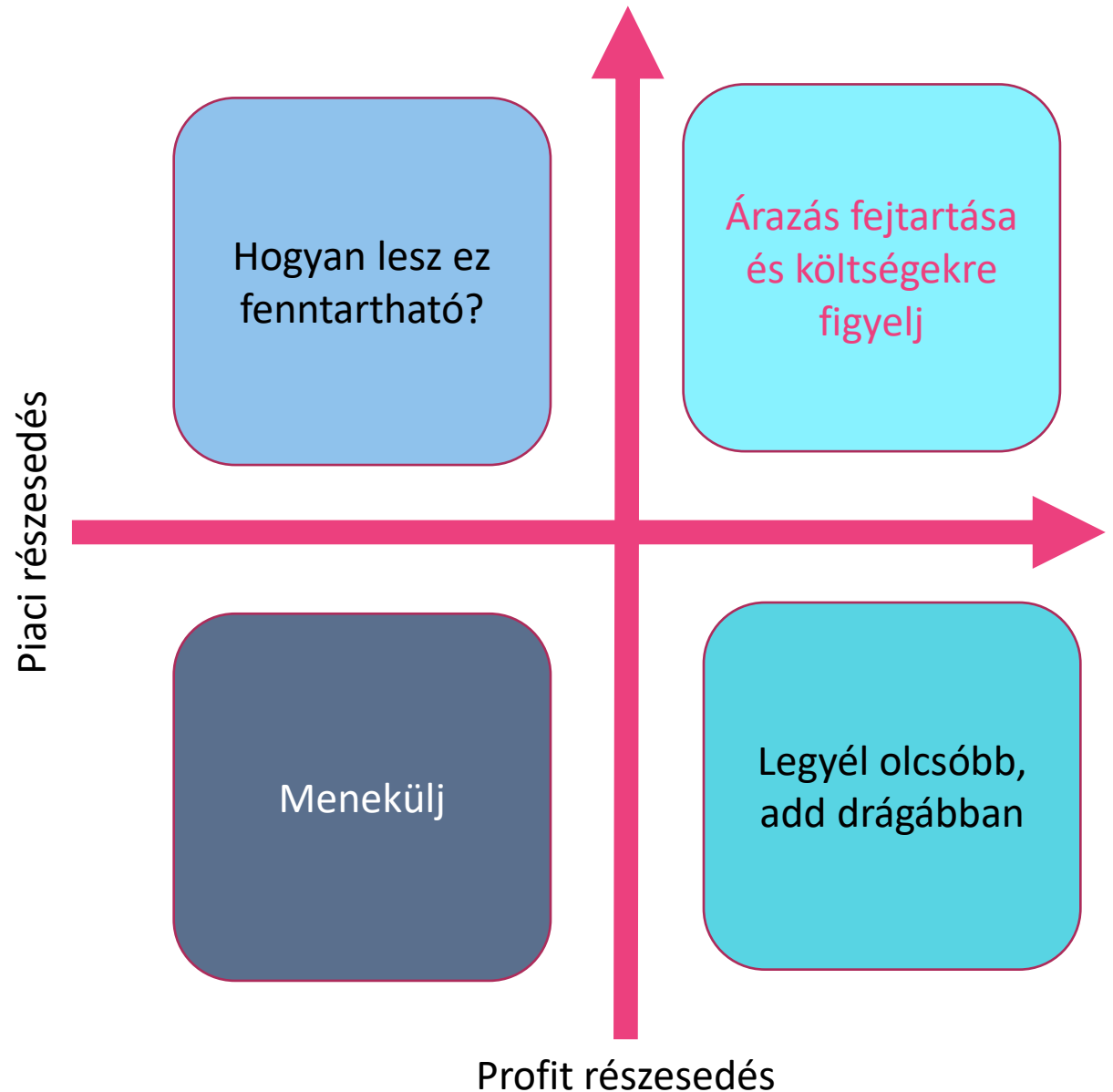
Hogyan legyen piacom?

This is how economy works

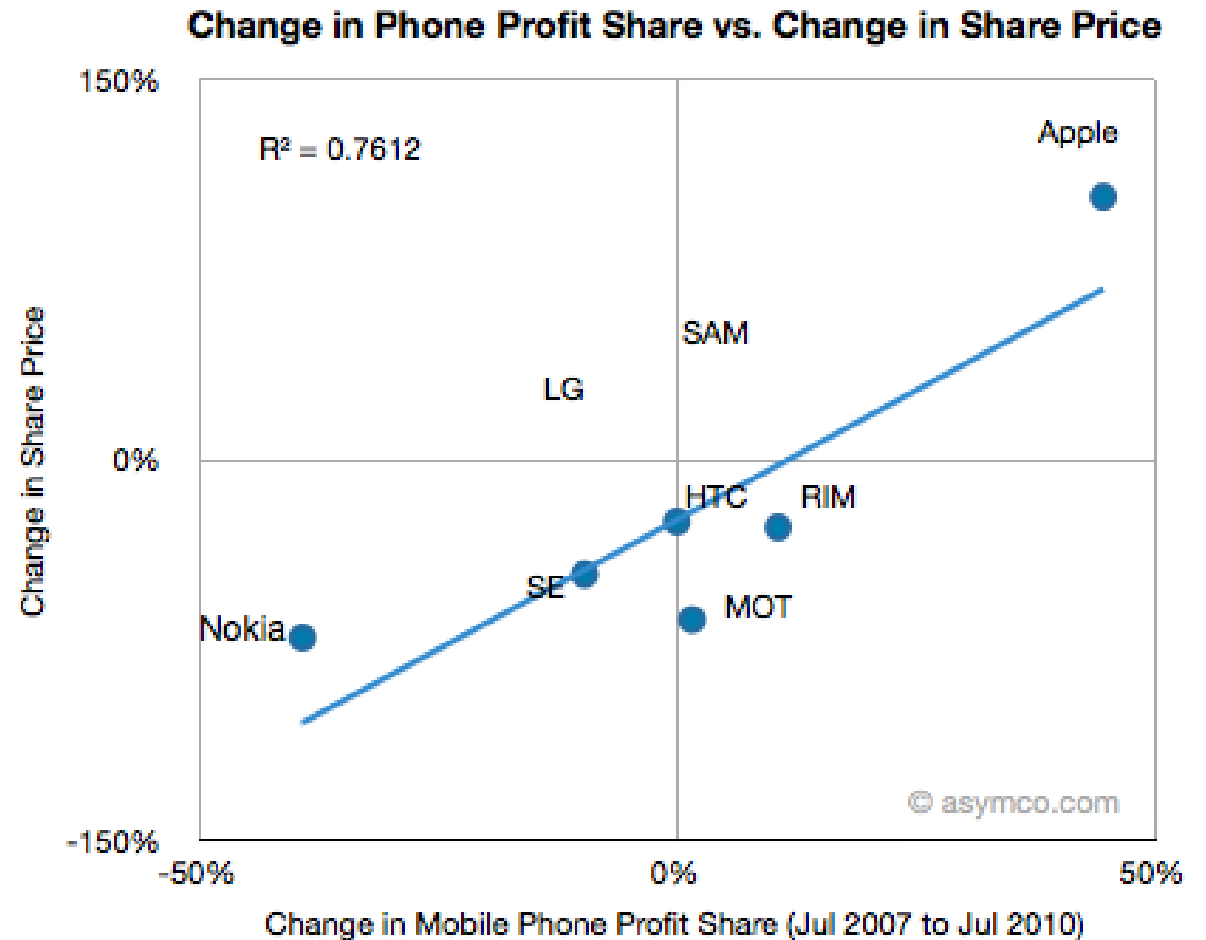
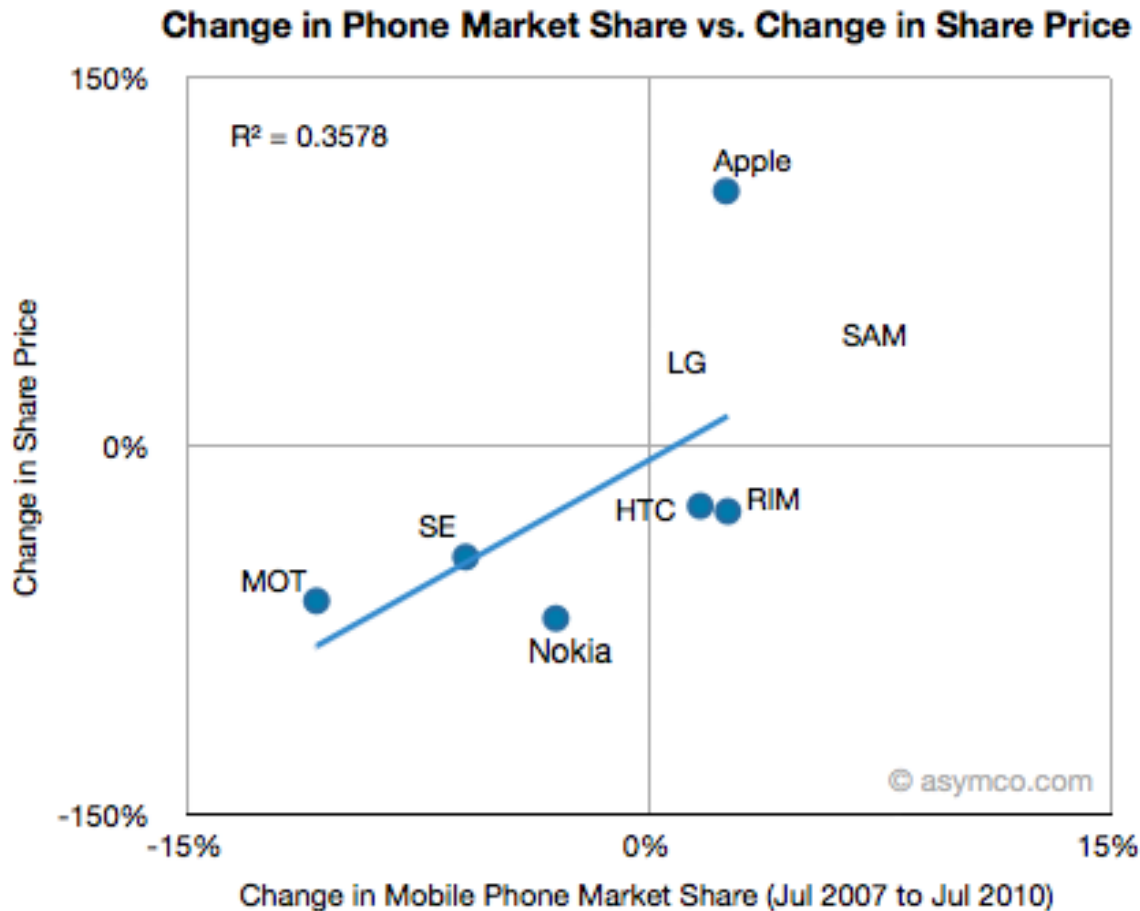


De miből lesz piacom?

- Ár vs. minőség
- Rövid vs. hosszú táv
- Termék vs. márka
- Profit a szolgáltatási, termék láncon (pl. nyomtató toner)
- Piaci részesedés vs. profit részesedés?
- Innováció vs. árazás



A profit befektetés a jövőbe – ezt értékeli a piac



Ami itthon kevésbé látszik

- Árdiszkrimiációhoz merészebben is lehet nyúlni
- Elfőizetés vs. értékesítés (B2B és B2C)
- Hitel, lízing ajánlatok



- Pay later in 4 interest-free instalments.

Klarna.

\$25.00 Today \$25.00 In 2 weeks \$25.00 In 4 weeks \$25.00 In 6 weeks



- Buy now. Pay in four \$25 instalments.
- No interest.

[How it works? →](#)