

ANALYSIS AND REVIEW OF EMERGENCE OF A COMPANY AS A MONOPOLY IN A GIVEN MARKET

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ABSTRACT:

This paper reviews the present scenario of existence and establishment of companies as a monopoly in a given market. Analysis has been made on different companies from different sectors which have emerged as monopolies in their respective sectors and proper case studies have been formulated on them. How these conglomerates made their market a monopoly, how these companies will continue to monopolise these markets, why these markets became a monopoly and what aided them in their endeavour to the pinnacle are some of the subjects which have been explored in detail in this paper. Also how different companies could try to enter these pure monopoly markets and what could break the monopoly of these big enterprises has been examined with the help of past instances.

KEYWORDS: Monopoly, share, markets, conglomerates.

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