

## **Exhibition and simulation of a market competition model**

Yannis Dimotikalis  
Dept. of Finance and Insurance  
TEI of Crete  
72100 Aghios Nikolaos  
[jd@finance.teicrete.gr](mailto:jd@finance.teicrete.gr)

In this paper a multidimensional model based on simple logistic model is presented and exhibited analytically and graphically. The behavior of this model simulated to demonstrate that is capable to represent real market situations especially in the case of new technological products diffusion under competition. An application to Greek mobile telephony market is presented as a tool to investigate further the model applicability and power to represent real market situations.