

# Price War in Developed Countries and Its Impact on E-Business

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## Article Info

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## Abstract:

The primary a community of this paper describes the traits of fee wars, pointing to latest examples that have brought on a stir among the general public furthermore as within the respective industries. A clean, concise definition of the time period charge battle is generally recommended. In the 2nd component drivers for fee wars are stated and defined supported behavioral economics (expertise the competitor's approach moreover as an organization's very personal price scenario). In particular in business which might be characterized through an immoderate percentage of costs which might be unchangeable within the medium-term and low variable prices there could also be a superb risk for unintended charge struggle possibly completing inside the path of a rate war. Even mild fee reductions want to have deadly consequences whilst preference makers mistakenly estimate the really worth elasticities too immoderate. Inside the 1/three element a case have a look at of a fee battle is offered via that don't forget the marketplace of lengthy-distance bus trips in Germany. For the cause that the market area for intercity bus connections become liberalized in 2013, the newly created market segment faces a totally strong growth and substantial opposition. employing a multi-supply-multi-method-method it's verified how the marketplace access of UK-based totally truly corporation mega bus affected rate stages for bus trips und initiated aggressive reactions of the German railway operator Deutsche bahn. The interaction of various parameters (low boundaries to go into the market; excessive similarity of merchandise/services; fixation on marketplace percentage and capability usage) leads to a ruinous fee competition and leaves few possibilities for a sustainable profitability. Measures to keep away from a drawing close or to terminate an ongoing rate warfare are supplied.

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## 1. Introduction

Virtual alternate offers unprecedented opportunities to each developing and advanced international locations. in the brief run, the profits are altogether likelihood to be focused in evolved worldwide places however, inside the surrender of the day, growing global locations have greater to income. Within the brief run, developing countries lack the infrastructure critical to need entire benefit of

internet. But within the top of the day, they will jump frog, skipping some of the tiers inside the occasion of facts era which advanced global places have needed to pass. The development of generation has aided global business organization. Many human beings international use the net to purpose to the complete element from studies to purchasing merchandise online. Internet is profoundly affecting maximum organizations. The numerous uses of net

with the help of monetary company entities consist of the electricity to sell it, generate, or in any other case perform everyday business enterprise capabilities.

This text proceeds in the subsequent way. Following segment offers a summary of digital business. Phase consists of a few signs and symptoms and symptoms that shed slight on the growth e-commercial enterprise and its economic tool-massive consequences. Phase highlights the relevant problems dealing with the effect of e-commercial enterprise on global alternate and employment. In the end, segment offers concluding feedback. Realistic pricing is essential for business but charge wars are regularly disastrous, and usually suggest that everyone loses. At the same time as your competitor cuts the well worth of a product, you could not overlook approximately it. However in case you really undercut your opposition in an attempt to recognize marketplace percentage, you may be triggering an unwinnable fee opposition so you can go away every your competition struggling to live afloat.

Price wars' are characterized via competing companies suffering to undercut one another's expenses. Fee wars are a frequent phenomenon that touches almost each business telecommunication, retail, airways, and groceries. A scenario of rate wars comes into existence in the course of a marketplace state of affairs in which sort of players compete to understand a larger percentage of the market by means of mostly decreasing the well worth of products or services that they may be promoting. Organizations locate price as a logical weapon of preference because it's smooth to differ speedy. Inside the quick run, this could appear profitable because it facilitates the organization advantage a larger market percentage by using higher penetration. the clients also stands to comprehend from these rate wars in the quick run, as they're geared up to enjoy the downward spiral of expenses provided with the aid of the competing companies. But, in the end of the day, fee wars persuade be suicidal for the corporations accomplishing it and for

his or her clients too. Price wars within the stop of the day purpose style of smaller companies to percent up, as they cannot nevertheless perform at such low income margins like dominant companies can. This outcomes in a discount within the wide variety of gamers in the marketplace, which successively would possibly motive a rise in prices of the products / services to a degree above it were earlier than the onset of the well worth wars. Consequently no matter who wins, the opponents all appear to finish up worse off than before they joined war in spite of this truth, rate wars have become more common and fiercer of their depth.

## 2. Price War

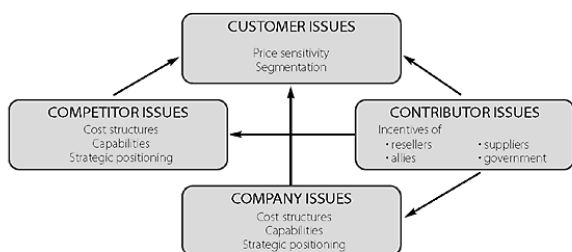
In a rate competition, all factors maintains reducing their prices in ever-more desperate tries to fight for customers. Income margins can quickly vanish, meaning that products are being offered unsustainably on each side. The perceived value of a product can also furthermore be misplaced thanks to the bargain pricing, making it harder to increase fees in the long term. for patrons, the charge economic financial savings are getting to be high-quality in the quick period of time, however they'll tire of frequent Price changes and will view your industrial business or product as low cost and typically fee is virtually now not the foremost vital factor influencing their choice.

So the subsequent time your competitor cuts their fee in any other case you're tempted to undercut them think what different movements you will take instead. First rate are often hugely critical for consumers, and many of them are getting to be glad to pay more for a product that's better, quicker, and more potent, more durable, more appealing, greater stylish or greater eco-friendly. You may make subjects easier for customers with extras like free transport, wrapping or unfastened offers. Customers also are strongly prompted through tremendous customer support. No longer excellent can those alternative strategies be less difficult, they're nearly constantly much less costly than enticing in the

course of a futile fee competition that could damage your commercial business.

**2.1 what's a price war?**

A charge competition are often a hard time for agencies who are all through an intense opposition which is based on reducing charges and trying to undercut opposition. It's administered to win the marketplace percentage and attract more customers. Simply in case you are performing some research on the internet a few charge opposition, you will discover that there are generally no winners all through this war. Properly there has got to be a winner in any other case it may not be carried out. A charge opposition is normally initiated via manner of large producers and organizations to disrupt the market and deduct weaker competition on the grounds that they cannot confront to the rate fall downs and as a consequence the competition fall themselves.



**Fig.1: Price War**

Price wars have constantly existed for the cause that favorite all of us determined to sell something. However how did they evolve way to the very truth net of factors has kicked into our lives? “Rate wars are becoming extra not unusual because managers have a bent to examine a charge alternate as an easy, short, and reversible movement.” steady. Indeed, lots of software program, gear and big statistics solutions permit e-alternate companies to vary charges in the blink of an eye fixed constant steady. But, the results of such modifications also can be pretty irreversible, and even lead a billboard business enterprise to stop the game.

**2.2 How does Walmart use massive records to own the marketplace?**

Walmart is one a number of the foremost critical retail leaders with quite 20,000 shops in 28

countries. To art work such an honest sized amount of retailers you need a few without a doubt large database and fast servers. Additionally they currently released statistics cafe which enables Walmart to meet 250 million weekly customers at a style better stage. Comparable too many other corporations, Walmart collects information from their customers immediately, from gear and software program their use of and moreover 0.33-events. While a consumer takes detail in any programs from Walmart, is going via polls and quizzes, makes a buy employing a credit score or a present card, and so on. These items assist Walmart create a customer portfolio.

Walmart makes use of all of the accrued records to combat con to their opposition one altogether its amazon. that they have been actively looking to undercut amazon from 2016, and by way of manner of the highest of 2017 Walmart has nearly equaled the expenses and have become fine three% dearer, constant with commercial corporation insider. In 2018 Walmart prices have been just 19 cents extraordinary from amazons from a sample of 20 items of price evaluation. However, speak me about the complete scale, Scraping 606 million amazon products might be not possible without an automated software and actual-time monitoring which shows that like every special organization huge brands also watch their opposition intently on an everyday foundation. Walmart would not have a hobby in 20 products, they want got they all. Which can be an outsized quantity.

How do they get entry to amazon product listings? Amazon, additionally as Walmart, has open APIs that allow builders and commercial business owners to extract product information right now from their websites. It technique this could be one most of the ways these agencies get entry to competitor’s information and put it to use to steer the rate wars. What allows those brands to stay afloat for numerous years and sink their weaker opposition are the big records talents that they constantly update and probably closely make investments into. With the assist of heavily I imply \$319 000 every year for plenty however three the most essential crew

individuals who're an know-how engineer, information scientist and facts manager to technique huge amounts of records.

### **2.3 Why do business avoid entering a price war?**

Rate is that the maximum touchy monetary lever in commercial e-business and income of corporations are immediately impacted by using a decline in average fee levels. corporations got to realize that rate elasticity's arising from additional income extent thanks to a decrease in the price of an sincere / service is not sufficient to catch up at the decline in costs on account of a charge opposition. Whilst the fight is on rate by myself, this impact of additional volumes is short lived as your competition will imitate in cutting costs. Charge wars are counter intuitive, which will attract a pool of 'price sensitive' customers, why could firms reduce their rate to levels at which monetary sustainability may also be difficult? In such situations, success for a company or its competitor is brief lived if charge is that the most effective differentiating issue for the consumer to come to a decision.

Fee wars continuously purpose a trade in patron notion. Purchaser belief of a fee versus the advantage derived from a sincere / carrier is instrumental pick the fulfillment for the firm and successively endured consumer loyalty. Low fees that result from a fee opposition reason a decrease anchor fee (reference fee) in the minds of a purchaser. The consumer receives wont to being serviced at a selected low rate as an outcomes of the well worth battle. whilst firms that did interact inside the fee competition try to revert to the top pre charge competition ranges they face consumer resistance with customers re-studying perceived benefits versus the new expenses and in search of different cheaper alternatives.

The low prices accompanying charge wars affect a patron's notion of what is a "reasonable" charge lengthy after the warfare ends. Within the airline charge wars of the Nineteen Nineties, costs of air tickets were cut that allows you to draw a more pool of tourists. whilst the airline sector suffered main losses , whilst an equal airways attempted to increase

fares , an oversized wide variety of consumers didn't be given the really worth upward thrust because that that they had a decrease 'reference price' related to the well worth of aviation.

Rate wars are instrumental in unbalancing the "perceived cost price" correlation that exists at some stage in a marketplace. It reasons client's notion to the above becoming skewed closer to rate sensitivities on the value of advantages and first-class of products/ services. In such conditions industries run the risk of seeing a collapse in demand levels once fees forestall falling. It is consequently in the interest of firms to pressure the worth gain to the client instead of the really worth benefit. By correctly expertise the amount and fee of incremental benefits being supplied corporations create destiny financial advantages and sustainable gain. top class brand companies keep away from getting into fee wars for that reason shielding their brand fairness by means of the use of selective pricing options, loyalty packages or like McDonald by developing change packaging for burgers whilst threatened through taco bell's pricing.

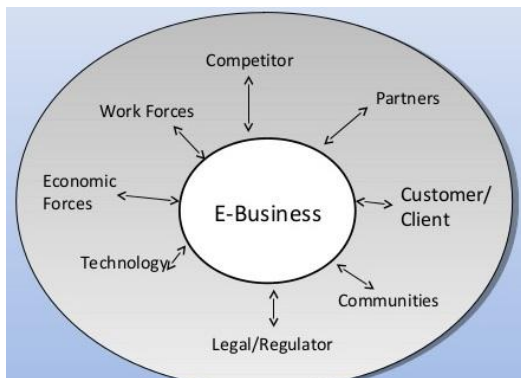
Business involved in predatory pricing hire this tactic to maneuver towards an extra monopolistic marketplace situation wherein they will be the worth setters and push weak competitors to exit the market. However, corporations keen to interact in rate wars for that reason were given to keep in mind that sturdy legal guidelines and rules exist to guard smaller players in the marketplace. For that reason it is continually beneficial for a company to stay far from a rate opposition. A charge competition would not help any company within the quilt of the day and neither does it assist the business develop at the entire.

### **3. E-business**

E-business capabilities an extensive-ranging effect at the way corporations conduct business. It is automated and streamlined internal techniques and communications, delivering productiveness and performance improvements. Inside the supply chain,



e-business has elevated ranges of collaboration, reduced transaction costs and advanced responsiveness to vary. E-business has converted retailing, with the growing choice for online purchasing and consequently the provision of digital shipping of a very good variety of services and products. In a few sectors, like finance, new kinds of opposition have emerged from companies adopting e-business techniques.



**Fig.1. E-business**

### 1. Strategic

The European fee mentioned in “information communication technology and e-business effect research 2009” that e-business additives were now a critical element of enterprise. Many groups have taken the strategic selection to combine e-business answers into production methods, satisfactory management, advertising, logistics and consumer services. In truth, 97% of respondents to examine said that their new methods are supported by using records and conversation technologies.

### 2. Productivity

Productiveness profits are an important advantage of e-business. A document with the aid of the U.K. Workplace for countrywide information discovered that corporations with automated hyperlinks among key business technique and their e-trade activities have better average labor productivity than companies without the hyperlinks. The productiveness gains end result from e-enterprise

funding in Tactics, like workflow, get right of entry to information and conversation equipment.

### 3. Supply Chain

E-business has had a big effect on the performance of deliver chain operations. Companions trade transaction facts, schedules, requests and marketplace data over comfortable networks. The power to percentage information on marketplace adjustments ensures that the whole deliver chain can reply correctly, decreasing chance and disposing of waste. an examine through Bochum "the impact of e-business on the corporation of the German vehicle deliver business" Observed that e-business helped to scale back transaction fees and improved the performance of the foremost essential deliver chain sports change of facts and workflow.

### 4. E-commerce

Figures from the U.S. bureau of the census highlight the significance of e-commerce, specifically within the commercial enterprise-to-commercial enterprise region, which accounted for ninety two percentage of e-trade interest. The e-business report showed that during 2008, e-trade grew quicker than total financial interest in three of the four sectors protected by means of the bureau’s e-stats report. Outlets’ e-commerce sales extended by using 3.three percent with a quantity of \$142 billion.

### 5. Customer service

Many agencies have used e-commercial enterprise procedures to remodel the shipping of customer service. Centers, like on-line ordering, self-provider technical aid and network boards, have stepped forward service satisfactory and reduced costs.

### 6. New opposition

Organizations in lots of sectors face new kinds of opposition from companies that make use of e-business processes to deliver customers an amazing service at lower value than hooked up corporations.

in the monetary quarter, as an instance, a observe by using Bruce Perrott of the college of era, Sydney, Australia, observed that e-enterprise turned into reworking the structure of the banking device with the emergence of non-conventional competition, like retailers or different monetary establishments.

#### 4. E-business in Developed Countries

E-commercial Business Corporation keeps to expand vigorously in developed international places, but divergences are surfacing among growing countries, says e-alternate and improvement record 2004, released currently. Boom governments and agencies inside the growing international are regardless of the very truth that starting to remove obstacles to the adoption of records and era. While the straight away consequences are not always dramatic, the report predicts that enhancements in the e-commercial Business enterprise surroundings got to within the give up purpose productiveness income in these economies. On an equivalent time, many other developing international locations still face troubles in figuring out and determining the ability advantages of information communication generation and for that reason internet for his or her financial improvement.

Opposite to what will be predicted, the report finds that no direct linkage are regularly decided out between a country's income stage and internet utilization charges. Internet penetration charges in growing worldwide places with comparable income degrees variety with the aid of manner of way of the essential amount as 25times. While growing countries percentage many demanding situations inside their efforts to want part inside the information society, such factors as stages of popularity, the energy of civil society, and for this reason the priority that authorities, company and different social stores supply to those challenges count the utmost amount way to the very truth the transport of monetary assets.

The report notes that net is growing swiftly in phrases of active net web sites, whose numbers rose

via way of 17% closing one year. The number of internet protocol addresses the use of a few pretty scripting language - indicating higher stages of interactivity additionally established, through 52.1%. In addition, the 14% increase within the variety of internet websites the use of the comfortable sockets layer protocol factors to the persevering with growth of monetary company-oriented net web sites, which require comfortable transaction capabilities.

- **Connection costs complicated**

International bandwidth availability is in particular critical for developing worldwide places because of the actual fact an oversized a community of their internet website online traffic (amongst 70-and-80%) features a tendency to be global. something restrained global links are available have a unethical to connect to the us or Europe; best a couple of African international locations, as an instance, have mounted links with their neighbors, then a high percent of intra-African internet web site traffic flows the luxurious intercontinental circuits. topics in Asia and Latin the united states, irrespective of the actual reality that quite better, additionally limits their participation within the global statistics financial tool. improvements in bandwidth availability and fees have a bent to be associated with a regulatory environment that promotes opposition.

Bandwidth shortage can also moreover furthermore replicate the immoderate rate of connecting small, low-income and consequently low-usage) or landlocked markets to net backbone, unclad reveals. In numerous instances, the lack of economies of scale also can be angry via Public or private monopolies or specific anti-aggressive preparations. Immoderate global bandwidth expenses moreover also may be decided by using global charging practices throughout which growing U.S. internet issuer providers want to pay the entire cost of an internet connection with an advanced American sight that for varied in growing international locations the definitely well worth of global

bandwidth represents pretty great percent of their fashionable expenses, they need to pass it directly to their Subscribers; within the give up, such preparations endorse that developing-united states of America clients subsidize advanced U.S. customers' access to records hosted inside the developing countries.

- **Sizing up global e-exchange**

The report does not contains legitimate figures for business to business on-line transactions within the Europe union, however unbiased estimates put it at among nearly \$185 billion and \$ hundred billion at the highest of 2002, centered mostly in France, Germany and therefore the United Kingdom. In terms of depth of use, the Nordic international locations are predicted to live in advance. In several Asia-pacific global places, corporation's a growing number of view e-commerce way to the very truth the wave of the future. Governments in the global tend to prioritize the event of infrastructure and upgrading of capabilities which are critical to require element correctly inside the digital financial system. As an end result, b2b e-commerce is projected to expand unexpectedly, from approximately \$a hundred twenty billion in 2002 to round \$200 billion in 2003 and \$three hundred billion with the help of 2004, consistent with estimates quoted via unclad.

- **Broadband effect stays low in growing country**

The unclad file discusses some technological problems which are particularly outstanding within the e-corporation place in recent months so on possibly have an effect on its improvement in coming years. Broadband networks on the immediate are available to nearly 320 million families, broadly speak me but now not absolutely in immoderate-profits marketplace economies. Growth in the number of subscribers, however, has not kept pace. Estimates of the quantity of broadband customer's global range among 55-and-100 million

humans, pretty 75% of whom sleep in handiest six global places. The republic of Korea leads the earth in according to capita terms, with pretty 21Subscribers in line with one hundred population. Broadband is progressing speedy in several exclusive nations also.

- **Protection issues rising**

Another trouble of the traditional enjoy that e-industrial company now represents for more and more human beings is safety. Many net customers, but, take the web without any consideration, expecting it to pose as little hazard as water or energy. Alas, such levels of protection and reliability are not but available, way to the very truth the unclad report makes clean. Net safety issues can take multiple office work, beginning from junk mail unsolicited e-mail, viruses, internet squatting, fraud and copyright violation to privateers infringement, harassment, denial of provider and unauthorized entry into corporate or personal computer systems and networks and robbery or manipulation of the expertise stored in them.

#### **4. Impact on E-Business**

Electronic business additionally noted as e-business corporation is that the behavior of economic enterprise at the web and specific laptop networks, not excellent does it contain buying and selling of products but additionally purchaser servicing and collaboration with business employer partners. In current years, e-enterprise has advanced hastily and for this reason the e-buying is turning into more well-known over the earth.

Virtual commercial e-business could also be a trendy idea covering any kind of commercial business transaction or information exchange carried out the usage of facts and communicate technology. e-commercial business may also moreover arise among commercial enterprise, between agencies and their customers, or amongst companies and therefore the govt. consistent with whitely (2000), e-

commercial enterprise operations are often grouped into 3 categories; electronic instructions, digital information interchange and internet organization.

E-enterprise has been diagnosed as a vital contributor inside the economic device of the diverse nations. Within the emerging worldwide financial machine, e-enterprise has more and more become a certainly critical and an important thing of enterprise technique and a robust catalyst for monetary development. This file are getting to be reading the effect of e-enterprise on the economic system and therefore the importance of e-commercial enterprise, putting forward the important problems and demanding situations concerned in e-business.

- **Impact of e-business on business**

To evaluate the monetary impact of e-business agency in a business, I will be able to be at some stage in a function to recall the critical sectors inside the union which could be the retail commercial enterprise, banking system and therefore the adventure and tourism enterprise.

- **Retail region**

Retailing is one the various principal critical industry area within the international, and not using an exception of the European. In 2004 the European retail location, the enterprise comprised of approximately 17 million businesses that hired humans within the EU27. Within the retail sector, e-business has had outstanding impact on the price chain. It's made an incredible difference in terms of time period of products and inventory rotation time. It also highlighted the relevance of inter-business exchanges. In reality, shops, except their dating with vendors and clients, have good sized effect on intercompany exchanges the center of distribution.

In essence, retail agencies will were given to rationalize and decrease costs of Supply and control of the deliver chain, beginning with shopping fee. They are getting to also need to differentiate their own gives from the competition, exploiting

purchaser relation control strategies on communication, earnings and clients' loyalty. The UK figures released with the assist of the office of country wide facts in February 2009 showed that internet retail sales, as a percent of ordinary retail income, rose through thirteen.2% (commonplace weekly cost of £167 million). Those figures closely in shape figures launched via the Capgemini income index which showed that the e-enterprise retail marketplace rose via 17% in July compared to July 2008, this boom has been pushed via the apparel, add-ons and electric items on-line retail sales.

- **Banking Business**

The appearance of e-business in the banking machine has had a huge impact on banks operating system and their operations within bodily branches. The most essential quite e-business enterprise employed by way of method of banks is that the online banking which has assist hinder fee. E-business has enabled banks to redefine their barriers and additionally received aggressive advantage via it. Net banking is nowadays supported by way of way of advanced facts conversation era solutions which permit most ordinary banking offerings to be administered on line ([www.ebusiness-watch.org](http://www.ebusiness-watch.org)). Research additionally suggests productivity boom rose in the country from 365 days 2000 onwards, whilst common operating hours in line with employee has decreased in the end, this study tells use e-business funding is absolutely substituting labor specifically in retail banking.

- **Journey and tourism business**

Within the previous few years tour pattern has changed in the country. The journey area within the India is so big that even a touch percentage of it produces a severe on line marketplace. Taking the internet for instance, it is had an in reality high impact on the aviation industry. it is ready to provide a right away connection amongst airlines and clients without the want to use excursion entrepreneurs or



laptop reservation structures, thereby ensuing in value financial savings in the distribution of air tickets the net has come to be to be fantastic sized inside the tour industries and its impact has been particularly awesome at the channel for air travels and thus the usage of the web for searching and buying airline tickets has find yourself commonplace in excursion markets.

The introduction of e-commercial enterprise to the airline organization has enabled most vacationers to bypass journey marketers altogether, with maximum agreeing that the foremost modern-day air market will shift shape conventional adventure sellers to net based dealers like [www.opodo.com](http://www.opodo.com). Cutting-edge research indicates that organizations which have bolstered their e-commercial enterprise technique inside the airline organization has had an upward push in earnings extent for airlines' internet website online. The web has contributed strongly to the growth of maximum finances airways taking clean jet for example. Clean jet has in no way used the agent network, they receive as proper with the internet way to the very reality all their flights are booked online by using the usage of clients.

## 5. Impact of e-business on the economic gadget

Over the past an prolonged time e-business agency has helped and furnished numerous techniques in the course of which consumers and dealers can transact within the decades to go back, exploiting the complete capacity of traits have to have profound affects in person sectors of the economy additionally as for macroeconomic average performance and monetary regulations. on the aggregate level, productiveness and monetary system would possibly need to upward thrust, on the smallest amount for a few time, as a consequences of greater efficient manage of deliver and distribution, decrease transaction fees, low barriers to get entry to and progressed get right of entry to statistics.

Inside the commercial enterprise-to-commercial enterprise context, higher performance are regularly won from commercial enterprise to commercial

business e-trade and business to business exchanges decrease procurement fee and higher supply chain manage. Many groups declare that setting their supply chains on line has led, or will lead, to most important price financial savings. normal with Goldman sach's take a glance at the ones earnings range from among 2 and 40% of overall enter rate relying on the industry if you want to in the end lessen the truly well worth within the widespread economy.

## 6. Conclusion

The paper focuses on charge wars as an enterprise big phenomenon prompted not quality through out of doors marketplace conditions however additionally with the useful resource of internal traits of groups like it's financial fitness, function in the marketplace and even occasionally as a part of a properly notion marketplace strategy. Perpetually fee wars impact profitability of the industry, with each initiators and fans during a fee competition find yourself without any sustainable advantage and an Erosion of their fee. Groups do not normally to reply by way of the usage of retaliatory fee cuts as the form of bypass erodes their emblem equity, they as an opportunity need to attention more on incredible as in competition to fee as a determinant useful.

Even for clients, whilst such rate cuts may additionally seem useful in the short term, in the end they reason a hazard of poor quality merchandise/services. E business has rapidly changed the manner in the course of which corporations carry out. Whether or not or now not you run a business to consumer agency or a business to business organization, there's no escaping the reaches of e-business. Today, while a client wishes to shop for a selected service or product, the number one trouble he/she does is fire up a google seek. The consumer does his/her studies proper from analyzing the professionals of your product to evaluating the prices of your competitors, the modern-day-age purchaser is savvy and nicely-informed. One a few of the only e-business pointers for corporations is to "adapt and

evolve.” in these days’ dynamic and hyper-competitive market regions, it is not sufficient for organizations to stay strong. They want to stay on evolving, introducing new technology and other facilities to woo clients.

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