



A: Bobo, do you like sushi?

B: Absolutely! I want to try Sushiro in Tai Po Mega Mall However there is always a long queue outside. Even when Hong Kong was being hit by a typhoon, many people still lined up in front of the store.

A : That's crazy !This phenomenon is called shortage in economics. When the price is below the equilibrium price, quantity demanded is larger than the quantity supplied. That's why so many people line up for it.

B: Since at the same price, the quality of sushi sold in Sushiro is much better than sushi sold in other stores. People search for substitutes If Sushiro charges the same price, the demand for Sushiro will increase and result in larger shortage of sushiro and a huge queuing problem.

A: I agree, and one more possible reason is people can't travel to Japan during the pandemic. Therefore, they search for Japan-related alternatives so as to satisfy their desire to travel.

B: To further increase consumers' demand, Sushiro KOLs have been promoting sushiro on different online and social media platforms. This attracts consumers of different age groups.

A: Exactly. There are more than 35 Sushiro stores in Hong Kong. You mentioned that have a sushiro store in tai po mega mall ,why don't we eat together after school?

B: umm...would you pay it for me?

A: oh...sure!!!