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# **Calculation of the best price on high-tech goods**

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*The main purpose of the article is to consider the innovative product market — namely, genes sequencer. We defined the type of the market and conducted a competitive analysis based on M. Porter's model. We examined the main price factors and showed the results of the calculation of the genes sequencer optimum price.*

**Keywords:** innovative products, market analysis, demand function, the optimal price.

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