1. Ask the setup questions

6. What are the worlds premerger, postmerger, and without the merger?
   - *Remember*: Merger antitrust law compares the consumer welfare implications of the world with the merger to the world without the merger

Be sure you understand any differences between the three scenarios and consider their consumer welfare implications!

   - The typical case:
     - *Without the merger*: Conditions resemble those in the premerger state
     - *With the merger*: Conditions resemble the premerger state, except the acquired firm no longer exists independently and the acquiring firm absorbs the acquired firm's market share

1. Ask the setup questions

6. What are the worlds premerger, postmerger, and without the merger?
   - Some variations to the world without the merger
     - *Firm exit*: The target firm might fail and exit the market
     - *Market entry/exit*: One or more third-party firms could enter or exit the market
     - *Market dynamics shift*: Changes in consumer preferences or technological advancements could alter the competitive landscape, impacting market shares independently of the merger
     - *Regulatory intervention*: New regulations or policy changes could affect the target firm's viability or behavior in the market
   - Some variations to the world with the merger
     - *Merger "fix"*: The merger may be restructured to address antitrust concerns
     - *Market entry/exit*: One or more third-party firms could enter or exit the market
     - *Operational synergies*: The merged firm might achieve cost savings or efficiencies potentially reducing prices or improving quality compared to premerger conditions
     - *Innovation and product improvement*: The merger enables the merged firm to innovate to create new or better products faster
     - *Business practice changes*: The merged firm may alter its way of doing business from premerger practices (e.g., Clare's consolidates with Benny's brand)

These are just examples—be alert for any other variations