

5.3_A

- 3) basic characteristics of markets
 - (i) market size = type of people buying product
 - (ii) market share, e.g., shoes top brand = ASICS. Nike < 50% of market (≠ market leader)
- 4) types of market
 - (i) niche = toothpaste
 - (ii) mass, e.g., over 50s hols.

5.3_A

Answers

3) basic characteristics of markets

(i) market size = type of people
buying product

(ii) market share, e.g., shoes top brand =
ASICS. Nike < 50% of market
(≠ market leader)

4) types of market

(i) niche = toothpaste

(ii) mass, e.g., over 50s hols.

equals/is/means

less than

per cent

does not equal/
is not

holidays

for example

people over 50