



Market

Market is a term that refers to an area where there is an exchange of goods and/or finance (money). Trade can take place between two subjects (people, organizations, businesses), but the market must represent at least three subjects, so that a competition could occur.

The term market is in practice usually used in combination with a competitive environment of several subjects and some **commodity**. There are different types of markets in which each organization has to move, for example:

- › Towards **customers**, it is the market for the application of a business' products or services - they are always divided by sectors and branches, where the competitive environment of the business, is
- › Towards **employees** or potential **candidates**, it is the **labor market**
- › Towards **investors** or other providers of financial resources, it is a **financial market** or **stock market**
- › Towards **suppliers**, it is a market of different services, raw materials and components

Use of market in practice: in practice, the term is commonly used to describe a commodity or also territorially limited part of the market, such as “**company entered new markets in North America**”. Also, the term market occurs in the general designation of the opinion, attitude or mood of **customers** or other stakeholders, such as “**market rejects our new product**”. There are also commonly used phrases, such as “**situation on the labor market**”, “**view of the stock market**”, “**mood in the stock market has deteriorated**” or “**our market is very competitive**”, which means that the business has a very tight space for the application of its products or services.

Related terms and methods:

- › Competition
- › Five Forces Analysis
- › Finance, Financial Resources
- › Goods
- › Levitt - commodity
- › Market Research and Analysis
- › Market Sectors
- › Market Segmentation
- › Services
- › Marketing
- › Marketing Research

Related management field:

- › Marketing and Sales
- › Economy and Finance

Related discipline:

- › Economics