

5.3_A

3) basic characteristics of markets

(i) size

e.g., medical tourism market

- c. \$10 m

- expected to ↓ significantly

(ii) market share (newest brand = market leader)

4) types of markets

e.g.,

(i) beach/ski resort = niche market

(ii) over-50s hols. = mass market

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Answers

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e.g.,

(i) beach/ski resort = niche market

(ii) over-50s hols. = mass market

for example

million

decrease

equals, is

around,
approximately

dollars

people
over 50

holidays