

PRODUCT DESIGN & MARKETING
The Market 1

BUYING & SELLING

1. What do we mean by the word 'market'? There are a number of meanings. Try to think of at least 3;

a) _____

b) _____

c) _____

2. "People with money chase people with goods, and people with goods chase people with money"

a) What are goods? Make a list of some 'goods' which you have bought in the last month.

b) People buy not only goods. They also buy 'services'. Make a list of some 'services' that you have bought in the last month.
