The Market

Young children think of the market as the place to be with their parents on a Sunny Saturday. Thoughts of ice cream in cups of cones, big brown tooloom, ice cold watermelons, and sometimes a meal in a fast food restaurant wet their appetites and excite them. To the house holder the major concerns are whether the budget is will meet the requirements for putting three meals per day on the table next week because money has already been allocated for each item on the market list. With allowances for the inclusion or omission of an item or two.

To the Entrepreneur, the market might well be the entire population of the Country. If for instance, a market for his/her product already exists, the next step is to look at how consumers are responding to existing supplies in terms of quality, price and rate of supplies by conducting a market research. The result of a well-structured research tool will show whether intervention by a new supplier is feasible. The people “waiting in the wings” to do the “footwork”, are recent High School graduates. For them doors will be opened by children – rude or mannerly and the courteous or even rowdy imps playing peek-a-boo running around and between their parents’ legs. For others, watch dogs – pedigreed or pot hounds – will greet and prevent them from entering the premises. At each encounter whether they we warmly welcomed or rejected, valuable new experience would have been gained in human interactive relations.