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In my opinion, free market is a type of market that can keep balance between buyer and seller by itself. Government does not plan how the market should operate. Competition between several different sellers. will be able to keep the price of goods stay in a reasonable range, by the competition, it also can force sellers to improve their products over and over again. For example, Apple and Samsung are the two biggest mobile phone company in the world, if there is only Apple exist in the market, the price of iPhone can be ridiculously high, but as the competitor, Samsung probably make a cheaper phone to attract more buyers, then Apple has to match the price in order to compete with Samsung.