

U1.12 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is market size?

The total sales, units or customers in a whole market over a set period.

CARD 2

How can market size be measured?

By dollar value, units sold or number of customers.

CARD 3

What is market share?

The percentage of the total market held by one business.

CARD 4

What is the market share formula?

$\text{Business Sales} \div \text{Total Market Sales} \times 100.$

CARD 5

What does market size help a business assess?

How large, attractive or fast-growing the overall market is.

CARD 6

What does market share help a business assess?

Its competitive position compared with other businesses.

CARD 7

Can sales rise while market share falls?

Yes. This can happen if the overall market grows faster than the business.

CARD 8

What is the key difference between market size and market share?

Market size measures the whole market; market share measures one business's slice.