

# CONTENTS

|   |    |
|---|----|
| <b>PREFACE</b> .....  | 9  |
| <br>  |    |
| <b>Chapter 1</b>  |    |
| <b>MARKET AS AN OBJECT OF ANALYSIS</b> .....  | 13 |
| 1. Definition and structure of market.....  | 14 |
| 2. Market mechanism and equilibrium.....  | 18 |
| 3. Types of market.....   | 20 |
| 4. Determinants influencing markets.....  | 22 |
| <b>Discussion problems and exercises</b> .....  | 24 |
| <br>  |    |
| <b>Chapter 2</b>  |    |
| <b>PROCEDURE AND INFORMATION SOURCES IN MARKET ANALYSIS ...</b>                                 | 26 |
| 1. Market analysis versus marketing research.....   | 27 |
| 2. Decision-making process of market subjects.....  | 28 |
| 3. Objectives and process of market analysis.....   | 30 |
| 4. Sources of market information.....   | 32 |
| 5. Secondary sources of information – review.....   | 35 |
| 6. Obstacles in the analysis of the foreign markets using secondary information<br>sources..... | 38 |
| 7. Selected methods of gathering information from primary sources.....                          | 40 |
| 8. Data preparation.....  | 42 |
| <b>Discussion problems and exercises</b> .....  | 43 |

|   |     |
|---|-----|
| <b>Chapter 3</b>  |     |
| <b>DIAGNOSIS OF MARKET</b> .....  | 45  |
| 1. Content analysis .....   | 46  |
| 2. Simple description of quantitative data.....                                 | 47  |
| 3. Market potential .....   | 49  |
| 4. Elasticity of demand .....   | 52  |
| 5. Market share analysis .....  | 58  |
| 6. Strategic group map .....  | 61  |
| 7. Analysis of distribution intensity.....                                      | 66  |
| 8. Analysis of advertising intensity .....                                      | 70  |
| <b>Discussion problems and exercises</b> .....                                  | 72  |
| <br>  |     |
| <b>Chapter 4</b>  |     |
| <b>PROGNOSIS OF MARKET</b> .....  | 75  |
| 1. Trend projection models.....   | 76  |
| 2. Qualitative methods of market development analysis .....                     | 90  |
| <b>Discussion problems and exercises</b> .....                                  | 92  |
| <br>  |     |
| <b>Chapter 5</b>  |     |
| <b>SPATIAL ANALYSIS OF MARKET</b> .....   | 94  |
| 1. Procedure of the spatial analysis .....                                      | 95  |
| 2. Intensity indexes' method .....  | 96  |
| 3. Feature standardizing method (point method) .....                            | 97  |
| 4. Taxonomic methods.....   | 100 |
| 4.1. Method of absolute average differences<br>and Tchekanovski's diagram ..... | 102 |
| 4.2. Method of the relative differences .....                                   | 106 |
| 4.3. Method of square of differences .....                                      | 107 |
| 4.4. The Wrocław taxonomy (spanning tree) method.....                           | 113 |
| 5. Reilly's law of retail gravitation.....                                      | 117 |
| 6. Gini coefficient and Lorenz curve .....                                      | 119 |
| <b>Discussion problems and exercises</b> .....                                  | 122 |

|                              |            |
|------------------------------|------------|
| <b>REFERENCES.....</b>       | <b>125</b> |
| <b>LIST OF EXAMPLES.....</b> | <b>127</b> |
| <b>LIST OF FIGURES.....</b>  | <b>128</b> |
| <b>LIST OF TABLES.....</b>   | <b>129</b> |