

# Business

## Key Markets

It is really useful in business to have a good background knowledge of key markets, and who are the biggest firms are in those markets.



## Links to Employability

Understanding different businesses will help you make informed decisions about your future college course, possible career pathways and the prospects for promotion in a given organisation.

Before going to any interview it is essential you understand the organisation you are aiming to work for. Highbury Business School courses prepare you for your future destination as well as gaining valuable qualifications.

## Exploring key markets in Business.

### Research and record exercise:

1. Research the market share data for:
  - UK supermarkets
  - Mobile phone manufacturers
  - Online fashion retailers
2. In each case identify which is the largest firm how by much they lead the market.
3. What type of changes have there been in the last 5-10 years in terms of selling products? Find out about major milestones such as changes to branding, online sales and mergers/takeovers
4. What sort of impacts have these changes had on the businesses? Remember impacts can be both positive and negative.

<https://www.statista.com/statistics/280208/grocery-market-share-in-the-united-kingdom-uk/>

<https://www.statista.com/statistics/1103198/leading-mobile-operators-by-buzz-score-in-the-united-kingdom/>

<https://fashionunited.uk/uk-fashion-industry-statistics/>

[Supermarkets](#)

[Mobile Phones](#)

[Top Ten Clothing Retailers](#)

**STRETCH IT!**

<https://www.theguardian.com/business/2020/apr/25/will-shoppers-return-to-the-uk-high-street-after-lockdown>