

# MARKET DEMAND & MARKET SITUATION ANALYSIS

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Various markets demands

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What is  
market demand?

*Market demand is the sum total of individual demand in the market.*

*Market demand affects businesses and consumers alike.*

*It is important for businesses to be aware of the market demand.*

A black and white photograph of a desk setup. In the top left, there is a spiral-bound notebook with a pencil resting on it. Below the notebook, a white earbud is visible. In the bottom left, there is a grey mouse and a portion of a keyboard. The text 'Types of market demands' is overlaid on the image.

## Types of market demands

- 01 Negative demands
- 02 Unwholesome demand
- 03 Latent Demand
- 04 Declining demand
- 05 Full demand



## 1. Negative Demand

*Economic experts – product does not perform as well as the business expects.*

*Or it is outside the affordability level of consumers.*

*Demand can be increased by improving their advertising techniques to show how the product can be useful to them.*





## 2. Unwholesome demand

*When consumers can afford the product but is a product that may harm consumers.*

*Businesses can protect consumers by educating consumers on how to use them safely.*



### 3. Latent Demand

*A special situation where consumers need a type of product but does not exist in the market place*

*For example : solar panels*



## Types of Analysis

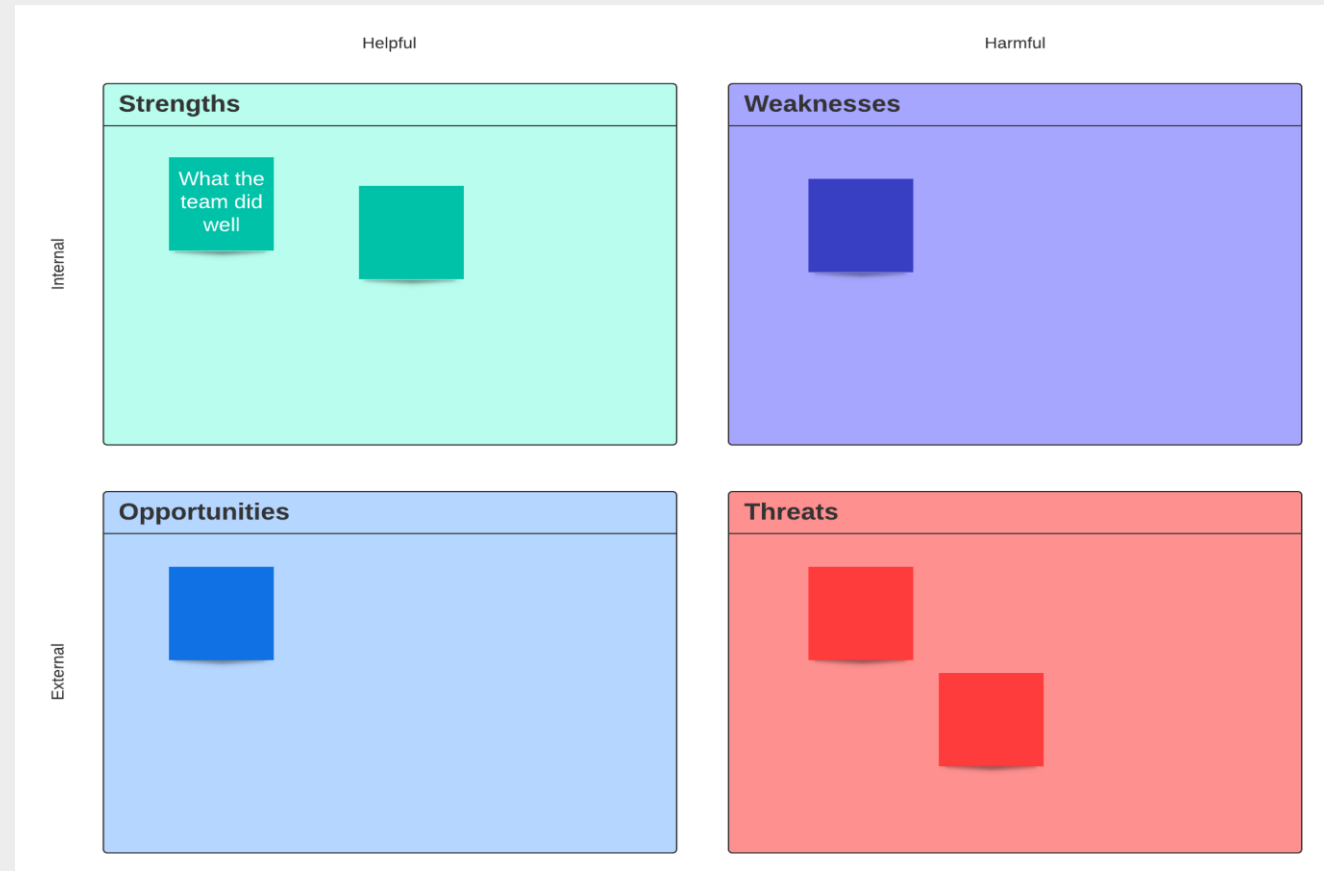
- *SWOT Analysis*
- *PESTEL Analysis*
- *Porter's five forces*
- *5C Analysis*
- *VRIO analysis*



# SWOT

# analysis

*Strengths, weaknesses, opportunities and threats.*



# 1) Porter's five forces

*Introduced by Michael E. Porter  
in the late 1970s.  
Helps analyze competition and  
threats.*

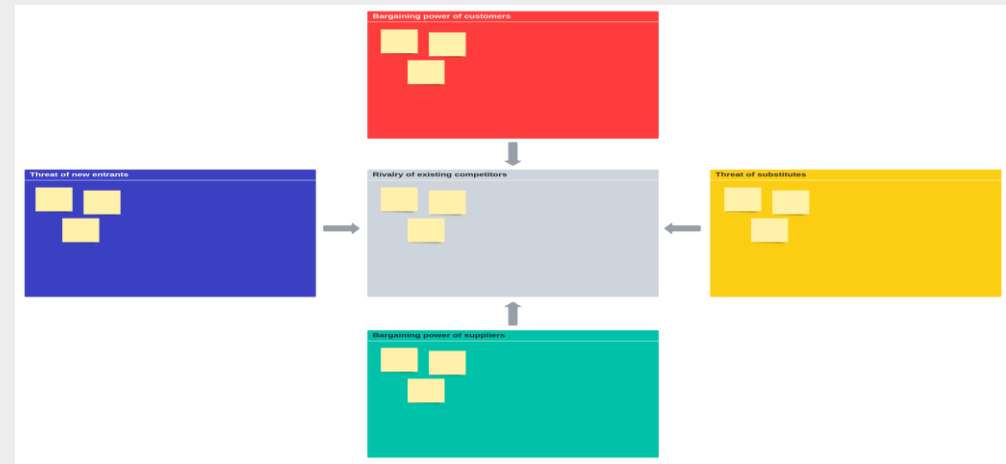
*(a) Threat of substitutes*

*(b) Threat of new competitors*

*(c) Threat of established  
competitors*

*(d) Bargaining power of suppliers*

*(e) Bargaining power of customers*







## 5C analysis

- **Company** — *Internal aspects – goals, objectives etc*
- **Competitors** — *other businesses in your industry*
- **Customers**
- **Collaborators** — *suppliers and distributors*
- **Climate** — *political, legal, economic*

A top-down view of a clean, white desk. In the upper left, a spiral-bound notebook with a pencil resting on it. Below the notebook are white earbuds. In the lower left, a grey textured notebook with a black pen. In the lower center, the keyboard of a silver laptop. In the lower right, a white smartphone with a black screen. A white pen lies horizontally on the right side of the desk.

***THANK YOU***