

Roadside Markets



View video clip: http://news.bbc.co.uk/1/hi/northern_ireland/7808741.stm

Questions

Define the term “market”

Who are Harry's suppliers?

How does Harry differentiate his stall from the major supermarkets?

What are the main customer benefits from shopping at the roadside market?

Harry's customers are described as a loyal. What are the advantages to Harry of having a loyal customer base?