

# New markets essay

Business



New markets The aspect of business economy is primarily develop and being implemented in the present for the purpose of attaining productivity of profit. In this aspect, business founders and CEOs establish their business and operate their system based on the different economic factor namely, their target market, profit interest, resources available and present economic conditions.

These different factors contribute to the establishment of the general business decision where the business operation will be based. In this aspect, a crucial change in one or more of the mentioned factors can result to a general change of in the business operations primarily the shift in their course or business line. Many business entities in the present economy often change their market line due to several factors such as realizing more profit in a different market field, scarcity and /or abundance of resources in respective field, changes in the economic conditions and others. In this scenario, business entity either launch a new product line in a different market or totally abandon their present market course and embraced a new course of market operation. The change of market line of the business entity can either result to both a positive or negative condition wherein the former will generate more profit and the latter will result to loss. Often, businesses change their market line because of the realization of better profit generation thus, they apply this concept in this interest.

However, change of market line requires the scrap of their present business operation, which will definitely incur loss and start again from the beginning of their business operation cycle. But in the world of business economy, everything are all risky that is why change of market line for the business is

only applied after considering intensive studies and researches to help the process of making the best possible decision for the business operations.