

MARKET SHARE

Discussion questions

1. What is market share in your language? _____
2. What kind of market share does your company have for its products/services?
3. How important is a good market share for your company?

Language analysis

Business people have been found to talk about market share when they need to get more of it or improve it and when they are losing it or have problems. Look at the following sentences and fill in the missing gaps. The words in the box below are either related to improving cash flow or discussing problems with it.

1. ... raise sales by 10 per cent, _____ market share by 15 per cent.
2. The firm is _____ long-distance market share.
3. We have _____ market share in our operating territories.
4. Jackson and his rivals _____ for market share.
5. Business _____, negative earnings and _____ of market share.

loss	increase	losing	gained	battle	downturn
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Market share grammar

1. The phrase market share is very often followed by two prepositions - **in** and **of**:
Complete the following sentences using *in* and *of*:

- a) credibility, vision and business acumen to improve the market share ___ SIMS Graseby
- b) How can one maximize market share ___ an industry where the product or service
- c) The combined entity would have a pharmaceutical market share _____ somewhere around 5.79 percent
- d)with had his own ideas about how Arrivederci should regain its market share _____ the UK

- e) ... Merck's nearly \$140 billion market cap, and a commanding market share ____ pharmaceuticals.
- f) WorldCom has a 5% market share ____ long-distance business, but is the leader in
- g) They have tripled their market share ____ the Nagano prefecture in Japan ...
- h) EMAP publishes has increased to 94, giving the division a market share ____ 13%.
- i) have a significant market share ____ their niche area, selling to UK and export
- j)to grow sales and to increase market share _____ profitable markets.
- k) sales had been increasing due to the increasing market share ____ own label teas.
- l)Increase market share ____ each of the key markets

2. Which of the two prepositions *in* or *of* is commonly followed by:

- a) a percentage? c) a product?
- b) a country or area? d) a business?

Can both prepositions be used in some cases?