



TRADITIONAL MARKET

It refers to that market which mainly focuses upon particular place, physical location, geographical domain or any shopping complex.

In this buyers and sellers have to get together, have a face to face meeting regarding the sale and purchase of goods and services are done.

Example: Chandani Chowk, Ameenabad Market and local vegetable market.



MODERN MARKET

- ✚ In today's scenario potential customers do not have that much time to visit any particular place, physical location, geographical domain or any shopping complex.
- ✚ In this buyers and sellers do not have to get together, no need of oral discussion and face to face meeting regarding the sale and purchase of goods and services are done.