

# Producer Market

Manufacturers buy products to support their production.

e.g. Lenovo, Coca-Cola, IBM, Samsung

# Reseller Market

Companies buy products & then resell them

e.g. Retailers (Parkshop)  
• wholesalers (P&G)



Business Market

# Public & Private

Provide service to public

# Institutional Market

e.g. hospital, charitable organizations

• religious institutions (Po Lin Monastery)  
• school  
• non-profit (Greenpeace)

# Government Departments

buy products to maintain its operations

# Government Market

• tenders