

WHY IS MARKET SHARE IMPORTANT?

 **Scale**

 **Growth**

 **Repute**

 **Visibility**

Efficiency

Companies with a large market share frequently witness higher levels of efficiency.



Economies of Scale

A Reduction in unit cost often occurs as facilities and inputs expand.



Increase Growth

Market share can still be increased during industry stagnation.



Perception

Consumers trust successful companies - market share effectively serves as a measure of prosperity.



Suppliers

A large market share could mean more bargaining power with suppliers.

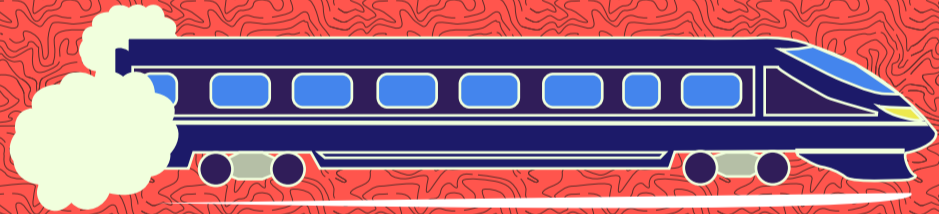


Market presence

High market share encourages people to talk about your success.



WHO LEADS THE AIR-RAIL MARKET ?

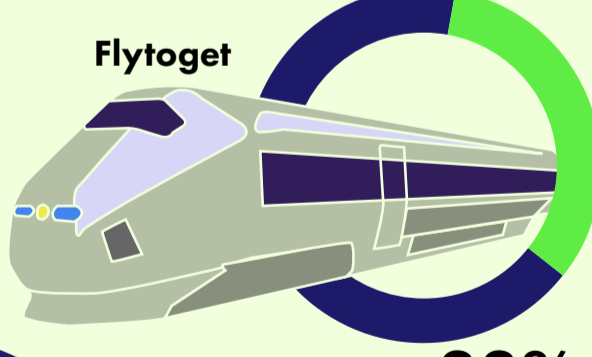


Docklands Light Rail



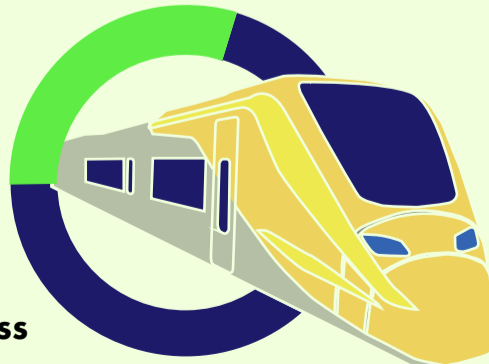
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