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Market Development Strategy for Underdeveloped Village Economy Based on Sharia Core Business

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Abstract: The development of traditional markets in underdeveloped villages with low incomes must be done. This is because many markets have not met the standards both physically and operationally. This research aims to develop traditional markets in underdeveloped villages to keep up with the times and be able to increase the economic income of rural communities. By developing strategies based on sharia business core, application in financial management, and assistance from the government. This research uses the library method with secondary materials. The information used consists of empirical data obtained from various sources such as books, journals, official research reports, scientific literature, scientific articles, and other sources that support the focus of this research. This data collection method involves the process of reading, understanding, and analyzing information from various reading sources related to the research topic. The application of market development strategies in villages based on sharia business cores and the application of development in financial management is expected to help develop markets in villages.

Keywords: Sharia Core Business, Revitalization, Market Operations, Traditional Markets, DAK

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1. Introduction

Many villages in Indonesia face complex and diverse problems related to poverty and

economic underdevelopment. An underdeveloped village economy will result in a poor and underdeveloped society. If the economy in the village is stable, then life in the village will be fulfilling. There are many factors that prevent the village economy from lagging behind other villages. Factors such as limited access to everyday resources, inadequate infrastructure, and fluctuating income and savings have an impact on the evolution of unfavorable labor markets. With the availability of adequate infrastructure in a village, the opportunity to develop various types of businesses, especially for the lower class population in a rural environment will result in a good village economy. One of the main tactics to combat poverty in poor areas is the establishment of economic markets.

Almost every village in Indonesia has a traditional market for buying and selling activities and also as an economic wheel. Traditional markets have an important role in driving the economy in the village, so the presence of traditional markets is very important for the community to fulfill their basic needs and other needs. The market is a meeting place for sellers and buyers. He further said that the meeting does not have to happen directly. It could be through intermediaries or through certain media. Then, after the meeting, there is an exchange. (Barata 2003). According to Alice Deway in Dwi Narko and Bagong (2004: 301) the lives of traders and all activities in traditional markets, apart from the economic aspects and trade between markets and farmers, the pattern of social interaction between traders and individuals involved in them is very crucial. As an important trading place, the traditional market is a major element in the economy. With its various functions and strategic roles, the traditional market is a vital tool to improve the welfare of the Indonesian people. This role and function is reflected in various aspects, including being a national indicator to assess the price stability of daily staples.

Traditional markets are a type of retail business that involves a number of traders on a small scale. The buildings in traditional markets are generally simple, consisting of stalls and tents for selling, with an uncomfortable atmosphere such as narrow business spaces, lack of adequate parking facilities, lack of attention to market hygiene, and inadequate lighting. Traditional markets generally offer a wide variety of daily necessities, including foodstuffs, fruits, vegetables, fabrics, meat, eggs, electronic appliances, clothing, services, and other goods. Therefore, the presence of a market in any region will result in changes in the lives of the surrounding community. These changes occur due to the increased social and economic activities of the community around the market. In addition, the market is also a supporting factor in increasing regional income, so its existence is very important for the local community.

The development of traditional markets in villages that lack proper facilities and operations needs attention. This action requires the intervention of the village community, local government and also the state. The Islamic economic view asserts that the market, the state and the individual must be in a balanced equilibrium, without any domination of one party over the other. In Islam, economic and trade principles must be based on values and ethics derived from religious teachings that prioritize honesty and justice. With a predominantly Muslim society, market life can be applied based on sharia business cores.

2. Results

Villages are areas that produce a variety of foodstuffs, and their production covers the food needed in urban centers. However, despite their great potential, villages have yet to achieve economic independence, and most of the population still lives below the poverty line. The following is the distribution of underdeveloped villages in 2022 by province.

Table 1. Number of Underdeveloped Villages

Province	Number of Underdeveloped Villages
Papua	3.450
West Papua	606
North Sumatera	587
East Nusa Tenggara	81
North Maluku	78

(Source: Ministry of Villages, Development of Disadvantaged Regions, and Transmigration)

The diagram shows the number of severely disadvantaged villages by province in 2022. From the data, it can be seen that Papua is the province with the highest number of severely disadvantaged villages, followed by West Papua and North Sumatra. Meanwhile, East Nusa Tenggara and North Maluku have a smaller number of very underdeveloped villages. There are 4,982 villages categorized as very underdeveloped in Indonesia. This number is equivalent to 6.65% of the total villages that have Village Development Index (IDM) status, which amounts to 74,955 villages. Compared to the previous year, there was an 11.81% decrease in the number of severely underdeveloped villages. In 2021, Ministry of Villages noted that there were 5,649 villages categorized as very underdeveloped. The number of poor people in Indonesia is also high, here is the percentage of the number of poor people by region in 2023 & 2022.

Table 2. Number Of Poor People By Region

Region	2022	2023

	1st Semester (March)	2nd Semester (September)	1st Semester (March)	2nd Semester (September)
City	7,5	7,53	7,29	-
Villages	12,29	12,36	12,22	-
City + Villages	9,54	9,57	9,36	-

(Source: BPS, 2023)

From this data, it can be seen that the number of poor people in the village is still high. Although in the first semester of 2022 and 2023 there was a decrease, the village poverty rate is still high and not safe. Meanwhile, one way to develop village potential or increase village income is through the development of traditional village markets. The Ministry of Trade states that there are only 53 traditional markets that have obtained Indonesian National Standard (SNI) certificates, this number is fairly minimal compared to the total traditional markets which reach 16,175 units in all Indonesian markets. From this figure, it means that there are still many markets in Indonesia that are not feasible and have not met market feasibility standards. The Ministry of Trade will continue to provide support in the process of meeting the requirements and implementing the Indonesian National Standard (SNI) in traditional markets throughout Indonesia, given the significance of SNI in the operation of people's markets and shopping activities. Before obtaining the national standard, markets must be revitalized, involving the development of physical infrastructure, improved management, improved service quality, as well as improved social and cultural interaction systems among stakeholders, with the aim of creating a more comfortable and friendly shopping environment in the market.

Traditional markets are still the center of beverage and food retail activities. The existence of traditional markets is also not inferior to the number of e-commerce or online shopping. The following is data on the value of food / beverage / daily necessities retail sales in Indonesia based on sales channels in 2022.

Table 3. Food / Beverage / Daily Necessities Retail Sales In Indonesia

Data Name	Value
Traditional Markets	77.553.200.000
Minimarket	16.606.600.000
Supermarket	4.929.500.000
Hypermarket	1.311.500.000
E-Commerce	2.894.800.000

(Source: United States Department of Agriculture (USDA))

It is evident that traditional markets are still the center of food, beverage, and grocery retail activities in Indonesia. Based on the United States Department of Agriculture (USDA) report entitled Indonesia: Retail Foods July 2023 edition.

Buying and selling transactions in traditional markets are generally done through a bargaining process. The majority of products sold in this market are daily necessities such as fish, fruit, vegetables, eggs, meat, cloth, clothing, cakes, and so on. In this research, it solves the great potential of sharia corebusiness in making villages that were previously underdeveloped and underdeveloped into villages that began to develop economically through market development strategies. Applications that can be done such as:

1.Revitalization of village markets
2.Village sharia cooperatives
3.Building commodity market-type financial markets
4.Managing operational expenses
5.Islamic marketing strategy
6.Fund procurement
7.Implementation of Islamic economic system

Through this application, it is expected to help develop the existing market in the village into a source of community income. The implementation of sharia corebusiness such as sharia marketing strategies, village sharia cooperatives, and the implementation of the Islamic economic system in underdeveloped villages not only provides economic benefits, but also instills sharia values and morality in the economic activities of the community. The principles applied such as honesty, justice, and the prohibition of usury become the direction that guides the village community towards fair and sustainable business practices. Villagers also need to pay attention to the commodities they sell. This also affects the development of markets in underdeveloped villages. The higher the quality of goods in the market, the better the quality of the village market. The village market must also provide complete goods or community needs. The market has met the standard category if one of them has fulfilled the primary and secondary needs of the community. The following items are sold in the market in full:

Table 4. Number of Items that Sold in Market

Category	Item
Food ingredients	Rice, cassava, yams, eggs, milk, vegetables, nuts, fruit, seasonings, cooking oil, beef, chicken meat.
Processed food, drinks	Packaged food (snacks), packaged beverages.
Livestock or pets	Chicken, duck, bird.
Marine and fishery products	Shrimp, sea fish, squid, freshwater fish.
Home appliances	Tableware, cookware

(Source: BPS, 2019)

In rural areas, traditional markets play a significant role in economic growth. The necessary concentration on the development and improvement of the traditional business sector is important given that many villagers depend their family income on economic activities centered on traditional markets. The management of village potential should also be maximized for village development. For example, the agricultural, livestock and plantation products of underdeveloped village communities can be optimized to help the village economy and market development. Villages have food production areas and villages produce various types of food, which are needed in villages and even in urban centers. However, it was found that despite the huge potential, villages have not been able to become economically independent and even most villagers still live below the poverty line. This is because agricultural products are transported and used in urban areas and villagers only control a market share of the processed products produced, resulting in higher prices. Villages should be the main source of processed food for urban communities so that they can fulfill their food needs and economic activities. Therefore, village economic activities must be based on added value.

The agricultural sector can be utilized to provide processed food production factors managed by village communities or transform unproductive agricultural land into tourist resources for the agribusiness industry, which will certainly create new jobs. In addition, the community can revitalize the local market by buying and selling agricultural products and processed products based on sharia principles. In addition to the efforts of the village community, the government must also intervene. In this case, the government plays an important role in making the area a business-friendly area. The local government has the authority to issue various regulations and provide various facilities and equipment. In this case, local governments can work together with entrepreneurs to analyze the various needs of the community in a potential village. The government and entrepreneurs are expected to create an area that increases the competitiveness of local products, promotes the service industry and trade, and encourages economic activities. Various strategies that emerge from the collaboration between the government and entrepreneurs are expected to change the mindset of rural communities from pure subsistence agriculture to value-added economic activities through various platforms provided. Therefore, the role of the Government is very important in improving the development of traditional markets, which are often less recognized that traditional markets have a more significant role in driving the country's economic growth.

3. Discussion

This research examines economic market development strategies for underdeveloped villages based on sharia core business. The findings of the study show that the sharia core business strategy has great potential in reducing poverty levels and improving the welfare of people in underdeveloped villages. The legal foundation stated in Law No. 23/2014 on the development of regional potential, including the potential of traditional markets, emphasizes the need to increase the efficiency and effectiveness of regional governance by further paying attention to aspects such as the relationship between the Central and Regional Governments, regional diversity and potential, and global opportunities and challenges in the context of a unified state administration system. With the existence of markets, the ease of obtaining the goods needed is more guaranteed. Markets offer a wide range of goods, including food, electronic equipment, services and clothing. The market's role as a distribution channel allows goods and services to be channeled to consumers or buyers. Each market has its own characteristics, as each region has diverse needs.

The role of traditional markets has a significant impact on the economy, reflecting the economic pulse of the Indonesian people. Traditional markets are not only the main foundation of the people's economy, but also the economic center of the community. The country's macro-economic strength comes from micro-strength, namely from the lower strata of society, the majority of which transact in traditional markets, and become the main pillars of the national economy. Islam views the market as a place for ideal economic transactions, theoretically and practically, Islam provides guidance on a market situation framed by sharia values, although still in a competitive atmosphere. Of course, this is not only the obligation of market players but also requires government intervention. The government has an important role in creating an Islamic market (Mujahidin, 2005).

Economic market development strategies for underdeveloped villages based on Islamic corebusiness and government can be implemented through:

1.Market Revitalization

In order to increase village revenue, it is necessary to revitalize traditional markets in an effort to create a quality village. Market revitalization is also done to attract people to buy and sell in traditional markets. When revitalizing the market in the village, the government should continue to develop the market by using more accurate mapping. For example, market revitalization mapping should be based on the demand of a region. Areas with denser populations require traditional markets that have a larger area and higher capacity. Market revitalization has the potential to have a positive impact on the economy of people in underdeveloped villages. The income of market vendors can increase due to increased visitation and purchasing activities in traditional markets.

The purpose of this revitalization and development is to empower micro-entrepreneurs who thrive around the market, but do not yet have adequate, decent, healthy, clean, and comfortable facilities for transactions. Traditional market revitalization tends to focus more on physical development. As a result, many traditional markets have been renovated, but within a few years they return to the same messy, shabby, and dirty state as before the renovation or revitalization. Market officials claim that this is due to limited numbers and limited local budgets. All this happens because market development still focuses on the physical improvement of the building without giving enough attention to effective management and maintenance activities of the physical market building. The traditional market revitalization model aims to improve the efficiency of the distribution of traded commodities, starting from the selection of goods, transportation, transport, packaging, to sales. Market revitalization should be viewed as a long-term investment that aims to improve the welfare of small traders. When markets are well-managed and efficient, people will no longer shift their needs to modern markets.

2.Village Sharia Cooperative

The increasing urgency of the existence of Islamic cooperatives that run savings and loan programs is very evident today. The program aims to help its members and other parties avoid usury problems. The financing pattern that will be applied by Islamic cooperatives focuses more on the savings and loan model in accordance with the principles of Islamic sharia. The type of distribution of funds can be determined based on the intended use and type of financing, namely:

- Working Capital Financing, which aims to meet the needs of business funds in purchasing, procuring, or providing elements of goods for business operational purposes.
- Investment Financing, which is given to meet the needs of procuring business facilities or infrastructure, such as investment in fixed assets.
- Multipurpose Financing, which can be used to rent goods, provide fund bailouts, or bear service fees in the management of member needs.

Financing and savings products are a source of strength for Islamic cooperatives in collecting funds from their members and distributing them back to members, by following the principles that have been regulated in the management of Islamic cooperatives. This is expected to benefit cooperative members who do business in traditional markets. The survey results show that cooperatives operating under sharia principles significantly support traders by providing financing or capital to support the smooth running of their businesses. Islamic cooperatives that manage traditional markets, which are part of the small and medium enterprise sector, emphasize the governance of transactions in accordance with Islamic principles. The sharia financing system is very helpful for traditional market traders as it prevents the practice of lending at high interest rates, which can be burdensome for traditional traders, and avoids practices that are not in accordance with sharia principles.

Islamic cooperatives regularly monitor the progress of their members, whether operating in traditional markets or elsewhere, to ensure smooth repayment of loans. This effort aims to ensure that the loans granted by the Islamic cooperative are well regulated and continue to grow. When a trader faces difficulties in his or her business, the cooperative immediately takes rescue measures by analyzing the cause and offering solutions or assistance so that the business can resume operations and prevent losses that could burden its members if the business cannot be saved. The following are the driving and inhibiting factors for Islamic cooperatives in traditional market management.

Table 5. The Driving And Inhibiting Factors For Islamic Cooperatives In Traditional Market Management

The efficiency of supervision applied to observe the activities of members doing business in traditional markets.	Potential internal conflicts that are expected to result in obstacles in the on going operations of Islamic cooperatives.
The amount of donation given by the stallholders to the sharia cooperative as a return on the financing that has been given.	Members of Islamic cooperatives have experienced a decline in income from trading activities in traditional markets.
The level of participation of members in the payment of installments on loans given.	The management of the Islamic cooperative failed to properly record the development of the results of traditional market management activities.
On going interactions and active communication are carried out by members and customers.	The capital storage of Islamic cooperatives has been transferred for too long to members who trade in traditional markets or to other parties who are considered trustworthy for business development.
A share of the proceeds is distributed openly and in proportion to the members after an annual meeting.	Obstacles experienced in the smooth supply of distribution of goods and services from producers who want to sell their goods in traditional markets.
The management regularly evaluates the development of the sharia concept applied in traditional market management.	Lack of responsiveness in observing the changes that are happening in traditional markets.

3. Building a Commodity Market Type Financial Market

Commodity markets are one of the main financial markets that focus on trading physical goods or commodity futures contracts. This market is involved in transactions related to agricultural products and other physical goods. By utilizing agricultural products from village communities such as crude oil, coffee and corn. Establishing commodity-type financial markets in traditional markets has the potential to provide a number of benefits for traders, farmers and society as a whole. Here are some things to pay attention to:

Benefits of commodity markets

- Increasing commodity value: Through commodity markets, farmers and traders have the opportunity to obtain more favorable values for their merchandise. With an honest and competitive auction mechanism, buyers can compete to get the best quality goods, which in turn drives prices up.
- Reducing price risk: Addressing Price Risk: Commodity markets offer a means for hedging, a process to reduce risks to commodities. By using value protection, traders and farmers can protect themselves from potential losses due to falling prices.
- Support for Food Independence: Efficient commodity markets can contribute to increasing food independence by ensuring the availability of stable and affordable commodities for the community.

Challenges faced when building a commodity market

- The challenge of commodity price volatility can be challenging for traders and farmers. Therefore, effective risk mitigation strategies are needed to help them overcome market fluctuations.

- The majority of traders and farmers in traditional markets do not understand in depth the concept of commodity markets and the various financial instruments available in them.

With a mature strategy and strong commitment from all parties, traditional commodity markets can provide significant benefits for traders, farmers and the general public. Increased access to capital, protection from price fluctuations, and wider market opportunities will encourage economic growth and increase national food security.

4.Managing Operational Expenses

Operational expenses play a crucial role in the context of a company's financial budget. This refers to all costs directly related to the day-to-day operational activities of the company, such as employee salaries, rent, utilities, and raw materials. Traditional markets play a central role in the Indonesian economy, providing access to food and employment opportunities for many individuals. However, traders in these markets often struggle to manage their finances, including operational expenses. Here are some suggestions to help traditional market traders manage their operational expenses:

-Record All Expenses

The initial crucial step is to record every expenditure, no matter how small. This can be done by keeping records in a ledger, spreadsheet, or using financial recording applications. By documenting all expenses, traders can clearly see their cash flow and identify areas where expenses can be reduced.

- Plan the Budget

After recording all expenses, the next step is to create a realistic budget for each expenditure category. The budget should take into account expected income and expenses, while also considering the trader's financial priorities.

- Prioritize Expenses

Distinguishing between needs and wants is essential. Prioritize spending on essential needs such as rent, raw materials, and utilities. Postpone expenses for non-urgent wants until the trader's finances become more stable.

5. Sharia Marketing Strategy

Tamamudin in (Petri, 2020) defines Sharia marketing as a business activity based on Islamic principles, upholding the values of honesty, fairness, and transparency. This is in line with the concept of Islamic business and agreements for halal and ethical business transactions. Traditional markets play a crucial role in the Indonesian economy, providing essential access to food and job opportunities for many people. Within the framework of Islamic economics, traditional markets have great potential to implement marketing strategies that adhere to Islamic principles. Here are some Sharia-compliant marketing strategies that can be implemented in traditional markets:

-Maintaining Product Halalness

Ensure that all offered products are halal and do not contain prohibited substances. If possible, strive to obtain halal certification from reputable institutions.

-Maintaining Cleanliness and Comfortable Conditions

Build a market atmosphere that is clean, comfortable, and safe for visitors. Ensure that sanitation and waste management are well taken care of.

-Utilizing Social Media Platforms

Use social media as a means to market products and services to customers. Share information about halal products, shopping advice, and ongoing activities in traditional markets.

- Sharia Marketing Education

Provide education to traders and market managers about Sharia marketing principles and their benefits. Organize seminars, workshops, or training sessions to enhance their understanding and skills in this regard.

6.Fund Procurement

Effective fund procurement enables a company to obtain the financial resources needed to finance operational activities, make investments, and drive business growth. The right financing decisions can enhance long-term profitability and company value. Here are several options for fund procurement available to traditional markets:

- The government demonstrates its commitment to assisting the progress of traditional markets through Special Allocation Fund (DAK). DAK is allocated specifically to support the development and revitalization of traditional market infrastructure, enabling improvement in quality and modernization of its facilities.

- The government continues to support and provide funding through DAK to accelerate the development of traditional markets across Indonesia. With the involvement and cooperation of various parties, traditional markets can become a strong foundation in the country's economy and enhance the welfare of the society.
- Allocation of DAK for the improvement of traditional market infrastructure shows the government's commitment to supporting the progress and revitalization of traditional markets in Indonesia. This is a crucial step to enhance the quality of service and competitiveness of traditional markets.

7. Implementation of Islamic Economic System

According to the Islamic perspective, the market is a meeting place for sellers and buyers where prices are determined by market forces, namely the balance between demand and supply. This price determination process must be based on the agreement and willingness of both parties, without any party feeling disadvantaged (Saputra, 2020). The market mechanism in the concept of Islam is based on the principles of Sharia Economics, which are divided into two aspects, namely macro and micro.

In the macro aspect, the values of Sharia Economics emphasize:

Fair Distribution:

The Islamic economic system aims to create a fair and equitable distribution of wealth among society. This is achieve through various mechanisms, such as zakat, infak, and charity.

Prohibition of Riba:

Riba, or interest on loans, is prohibited in Islam because it is considered a form of exploitation and injustice. The Islamic economic system offers alternative riba-free financing, such as mudarabah and musyarakah.

Beneficial Economic Activities:

Islam only allows economic activities that provide real benefits to the economy and society. Activities considered speculative or harmful, such as gambling and riba, are prohibited in Islam.

In the micro aspect, the values of Sharia Economics emphasize:

Competence and Professionalism: Individuals involved in economic activities are required to have adequate competence and professionalism. This is important to ensure that the products and services offered are of high quality and beneficial to consumers.

Trustworthiness:

Honesty, justice, and responsibility are important values in Islam that must be applied in every aspect of life, including economic activities. Individuals involved in economic activities must always act with trustworthiness and maintain consumer trust.

The principles of Sharia Economics are seen as a trust from Allah SWT and must not be abused. The accumulation of excessive wealth in the hands of a few individuals contradicts the values of justice and equality emphasized in Islam (Nafis, 2011). Islam has established basic principles regarding muamalah that serve as standards of integrity, trust, and sincerity. One of these principles is the accuracy of measurements, where in trade, the value of weighing, proper measurement, and standard of goods must be observed. Islam also emphasizes the importance of providing accurate and honest measurements. Other principles include tauhid, balance, and cooperation. A strong quality of tauhid is expected to form integrity that supports the establishment of good governance. The principle of trust serves as the main foundation supporting other principles. Allah, as the creator, owner, and regulator of all wealth, has entrusted the earth, seas, rivers, forests, and others to humanity, not as personal ownership.

4. Materials and Methods

The method used in the research "Market Development Strategy for Underdeveloped Village Economy Based on Sharia Core business" is the library method with secondary materials. Literature study is a data collection method that involves research and examination of various library materials that are relevant and related to the issues to be raised. Secondary data is information obtained by researchers indirectly through an intermediary, such as having been collected and recorded by other parties (Nur Indrianto & Bambang Supomo, 2013). The information used consists of empirical data obtained from various sources such as books, journals, official research reports, scientific literature, scientific articles, and other sources that support the focus of this research. This data collection method involves the process of reading, understanding, and analyzing information from various reading sources related to the research topic.

In this method, researchers do not collect data directly through surveys, interviews, or experiments, but use data that has been collected by others as a source of information. The information obtained from the literature study is then processed and analyzed in a structured manner to produce research findings and conclusions. This approach using the literature method with secondary sources was chosen because it is able to provide a comprehensive overview of the research topic by utilizing knowledge that has been collected and processed by experts in their fields. By conducting a literature study, researchers or writers can improve their understanding of the chosen topic and simultaneously broaden their horizons. It also opens up opportunities to find interesting topics to research or write about in the future.

The research sources used in this study are from various sources of information, including scientific journals. In principle, a journal is a collection of publications consisting of several scientific articles written by various authors. The articles are generally related to one particular theme, which makes it easier for readers who are looking for references in that theme. Apart from journals, this research also uses books. Books are the results of written publications that have gone through an editing process by editors at a book publisher. Then the internet, there are many reasons for this, ranging from the ability to search for information faster to finding more references. The internet provides access to a variety of reliable journals and articles.

5. Conclusion

Traditional markets play a crucial role in driving the economy in rural areas, making their presence highly significant for communities to meet their basic needs and other necessities. Markets serve as meeting points for sellers and buyers. Traditional markets represent a type of retail business involving a number of small-scale traders. The buildings in traditional markets are generally simple, consisting of stalls and tents for selling, with an uncomfortable atmosphere such as cramped spaces, inadequate parking facilities, lack of attention to market cleanliness, and insufficient lighting. Indonesia faces complex and diverse problems related to poverty and economic underdevelopment. The backward rural economy will result in impoverished and marginalized communities. If the economy in rural areas is stable, life in those areas will be fulfilled. Several factors hinder the rural economy from catching up with other areas. Factors such as limited access to daily resources, inadequate infrastructure, and fluctuating income and savings contribute to an unfavorable evolution of the labor market.

The implementation of market development strategies in underdeveloped villages based on Shariah-compliant core business and the application of financial management development is expected to contribute to the growth of markets in these villages. Certainly, this will impact the self-sufficiency of the region where the market is located, as the market will become the center of economic activity that facilitates the circulation of money and economic progress through the trade of products produced by the local community.

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