ABSTRACTION

Traditional market is the place where seller and buyer getting together. It also signed by directly transaction and bargaining process between seller and buyer. The building usually consists of kiosks or stalls. Most of the daily necessities such as fish, fruit, vegetables, eggs, meat, cloth are sold there. In addition, there are also selling pastry and other goods.

During this time, if we take the traditional markets, we think that the market is dirty, dark, tarnish, smelly, chaotic, and many civilian. Even many of traditional market called “hidup segan mati tak mau”, due to the presence of modern retail center. But, if traditional market built and packed into clean and comfortable, the market will attract many buyers.

The reason for choosing the title "Modern Market Surabaya" is to represent a comfortable modern shopping, clean, safe and can be enjoyed by all. It also functions as a venue for sellers of small and medium enterprises that can build our economic.

Modern market is expected to solve the traditional market problem arising from the behavior of traders.