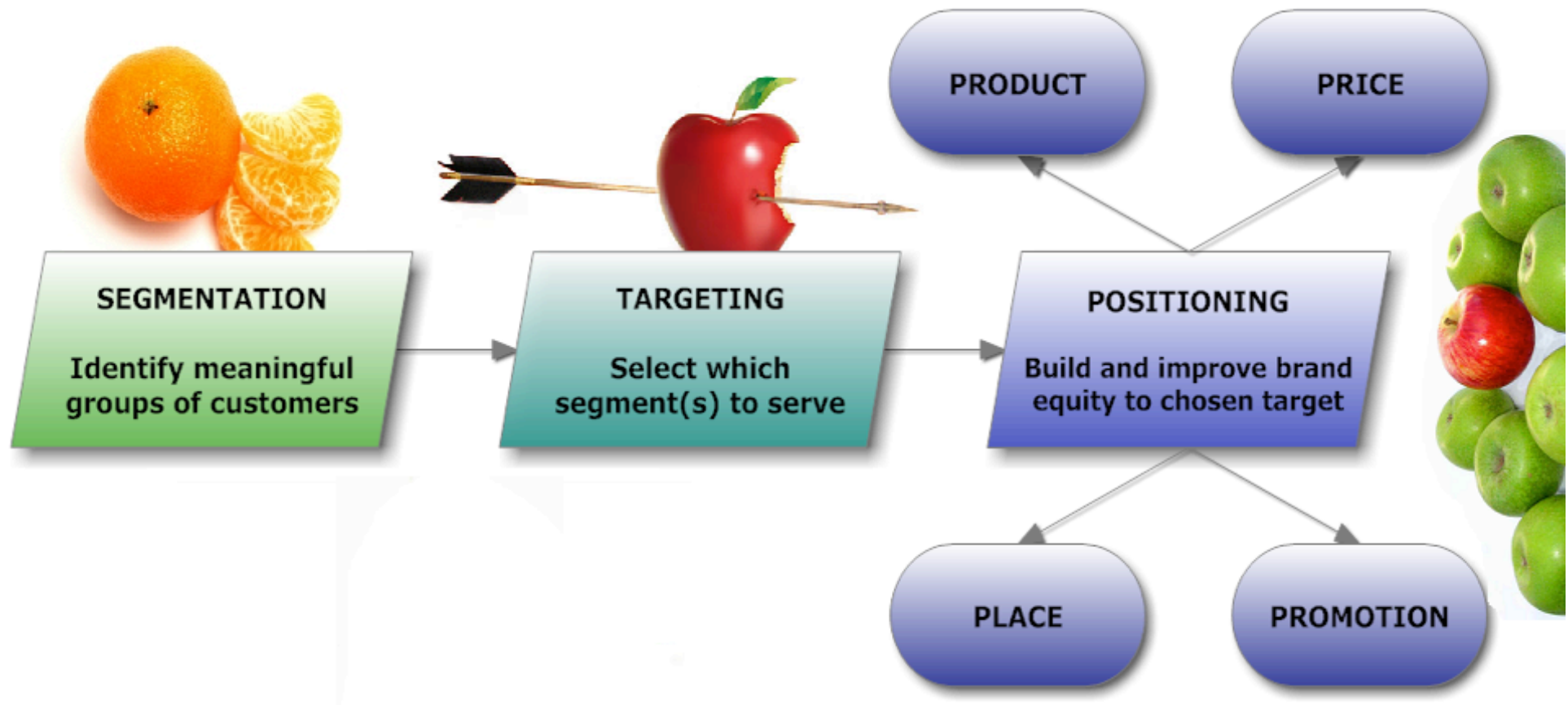


SEGMENTING TARGETING POSITIONING

SAS

www.diahsastri.com

10 Failed McDonalds Products



DEFINITION

Market Segmentation:

Dividing a market into **distinct groups** with **distinct needs, characteristics**, or **behavior** who might require separate products or marketing mixes.



Segmenting Consumer Market



Segmenting Business Market



Segmenting International Market



Requirement to Effective Segmentation

Market Segmentation

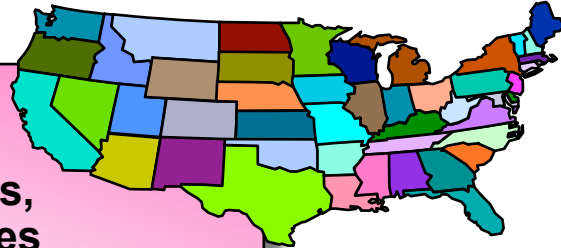
Key Topics

- *Segmenting Consumer Markets*
 - *Segmenting Business Markets*
 - *Segmenting International Markets*
- **Geographical segmentation**
 - Marketing mixes are customized geographically
 - **Demographic segmentation**
 - **Psychographic segmentation**
 - **Behavioral segmentation**
 - **Using multiple segmentation variables**

Market Segmentation

Geographic

Nations, states,
regions or cities



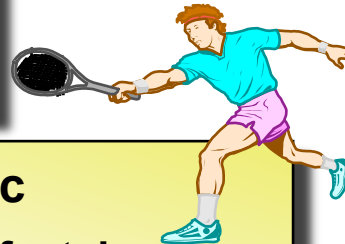
Demographic

Age, gender, family
size and life cycle, or
income



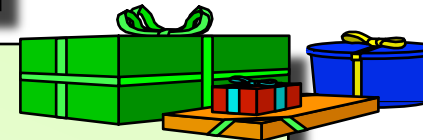
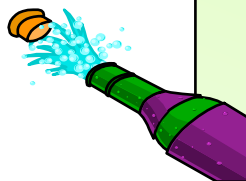
Psychographic

Social class, lifestyle, or
personality



Behavioral

Occasions, benefits,
uses, or responses



Market Segmentation

Key Topics

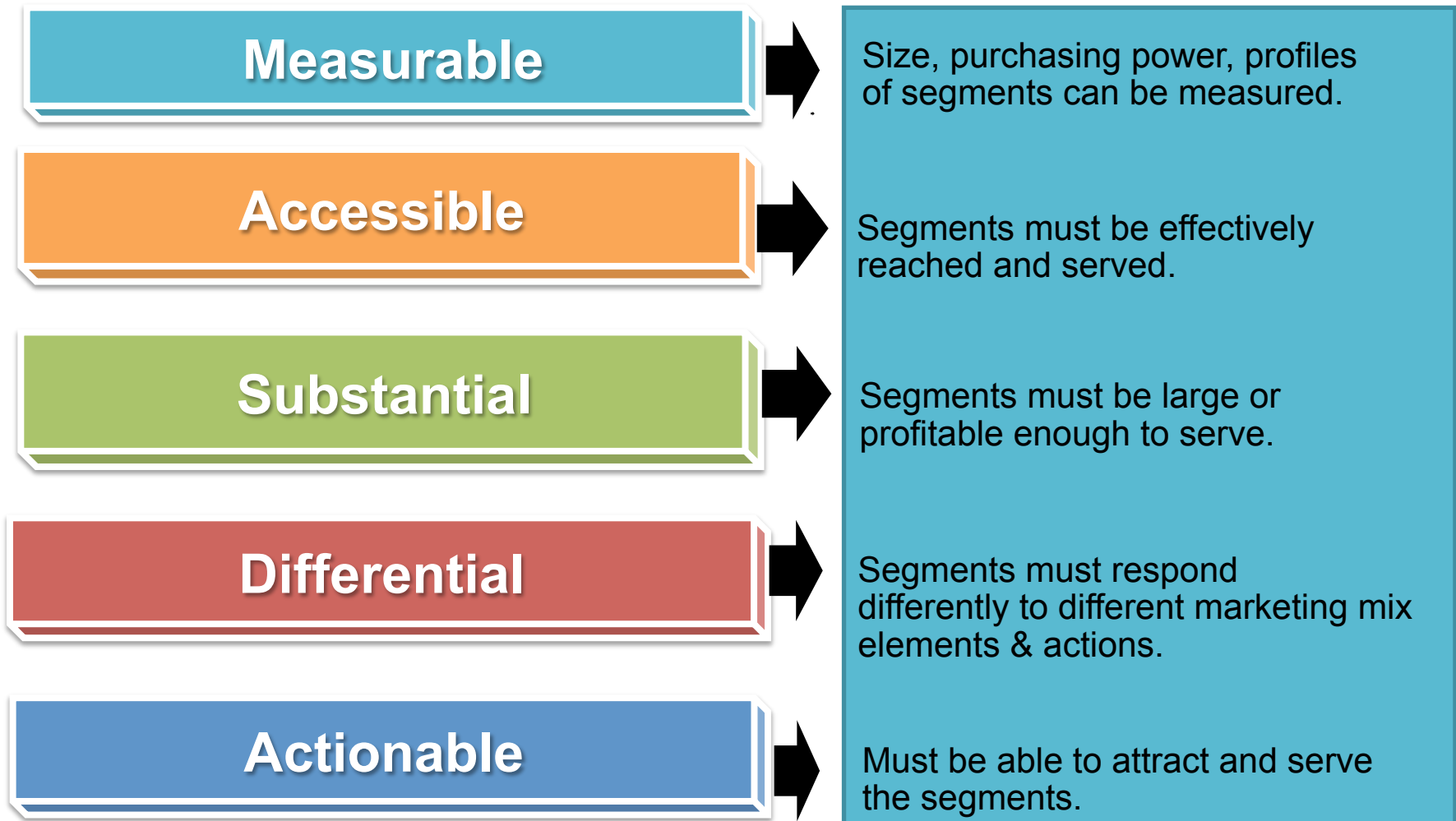
- *Segmenting Consumer Markets*
 - *Segmenting Business Markets*
 - *Segmenting International Markets*
- **Demographic segmentation**
 - Industry, company size, location
 - **Operating variables**
 - Technology, usage status, customer capabilities
 - **Purchasing approaches**
 - **Situational factors**
 - Urgency, specific application, size of order
 - **Personal characteristics**
 - Buyer-seller similarity, attitudes toward risk, loyalty

Market Segmentation

Key Topics

- *Segmenting Consumer Markets*
 - *Segmenting Business Markets*
 - *Segmenting International Markets*
- **Geographic segmentation**
 - Location or region
 - **Economic factors**
 - Population income or level of economic development
 - **Political and legal factors**
 - Type / stability of government, monetary regulations, amount of bureaucracy, etc.
 - **Cultural factors**
 - Language, religion, values, attitudes, customs, behavioral patterns

Requirements for Effective Segmentation

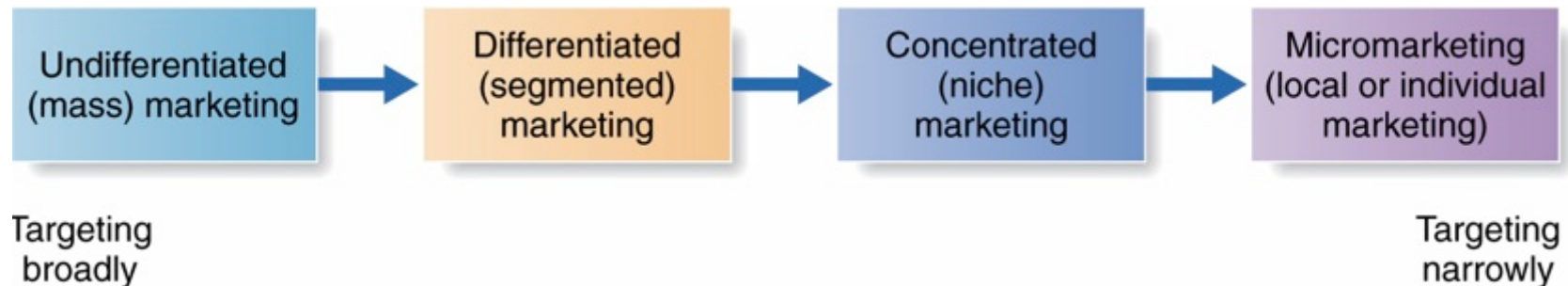


Market Targeting

- **Segment Size and Growth**
 - Analyze sales, growth rates and expected profitability.
- **Segment Structural Attractiveness**
 - Consider effects of: Competitors, Availability of Substitute Products and, the Power of Buyers & Suppliers.
- **Company Objectives and Resources**
 - Company skills & resources relative to the segment(s).
 - Look for Competitive Advantages.

Target Marketing Strategies

Market Coverage Strategies



NORTE BEER



Positioning for Competitive Advantage

- **Product's Position** - the place the product occupies in **consumers' minds** relative to competing products; i.e. Volvo positions on “safety”.
- **Marketers must:**
 - *Plan* positions to give products the greatest advantage
 - Develop marketing mixes to create planned positions

**Branding has
EVERYTHING to do
with customer's
perceptions
-Kotler-**



BALI



Positioning for Competitive Advantage

- Step 1. Identifying a set of possible competitive advantages: **Competitive Differentiation.**
- Step 2. Selecting the right **competitive advantage.**
- Step 3. **Effectively communicating** and delivering the chosen position to the market.

FOUR SEASON MACAU

Choosing the right competitive advantage

- How many differences to promote?
- Unique selling proposition
- Positioning errors to avoid
- Which differences to promote?

Possible Value Propositions

		Price		
		More	The same	Less
Benefits	More	More for more	More for the same	More for less
	The same			The same for less
	Less			Less for much less

QUIZZZZ...



Quiz

- **Define what is Segmenting, Targeting & Positioning?**
- **What are Consumer Markets segmentations?**
- **What are Business Markets segmentations?**
- **What are International Markets segmentations?**
- **What are the requirements for Effective Segmentation?**
- **What are the steps of Market Targeting?**
- **What are the steps of Market Positioning?**



NEXT WEEK'S ASSIGNMENT

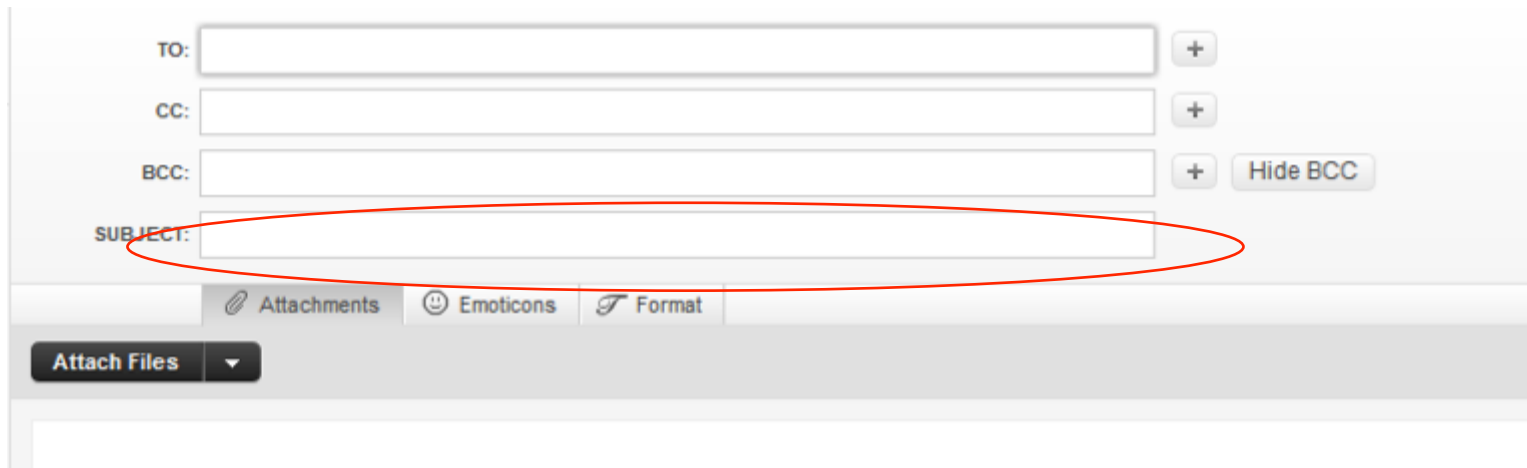


- Paper about Marketing Mix
- Definition, theories, etc
- References
- Latest by Saturday @6pm



Please send assignment to: sastri.stpbali@gmail.com

Subject: TugasDDP(STP)_KelasXsmtY_Nama_NIM



TO: +

CC: +

BCC: + Hide BCC

SUBJECT:

Attachments Emoticons Format

Attach Files ▼

