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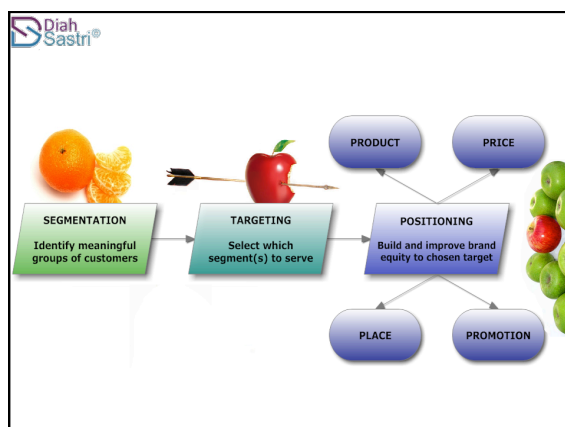
SEGMENTING TARGETING POSITIONING

SAS

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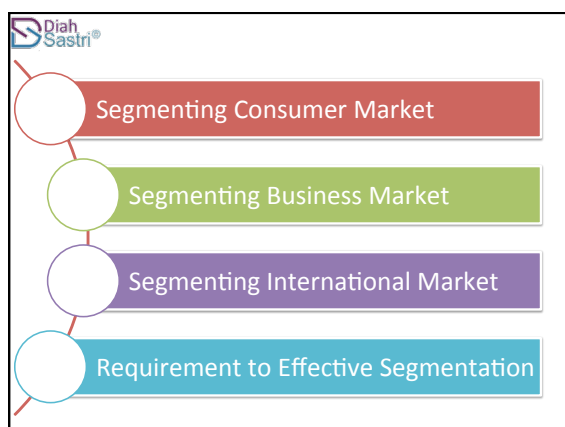
10 Failed McDonalds Products



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DEFINITION

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

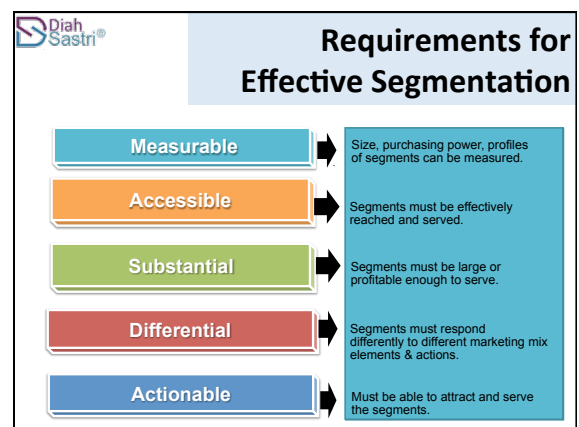
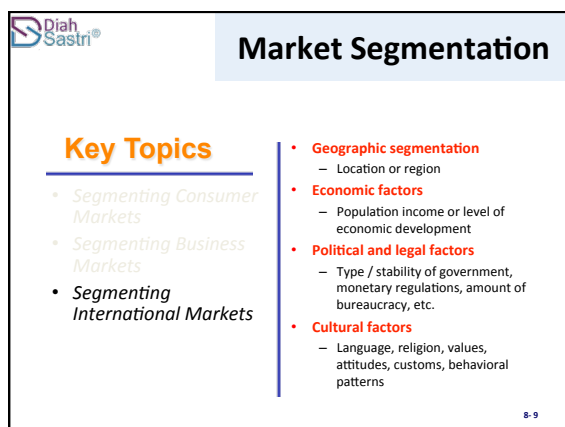
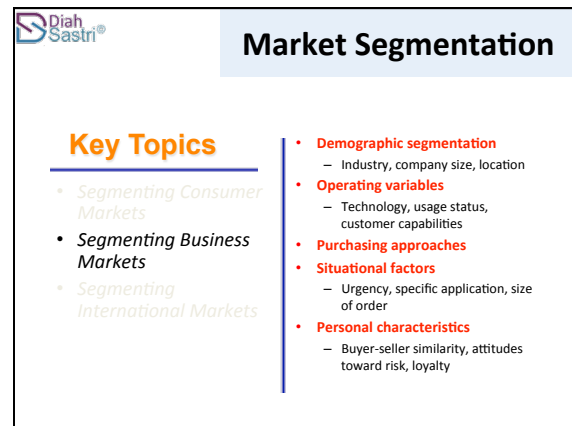
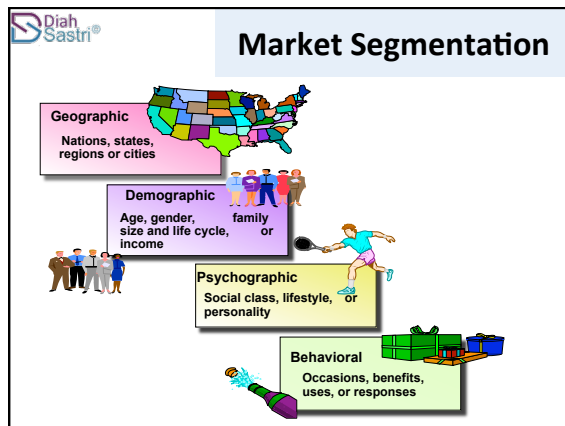


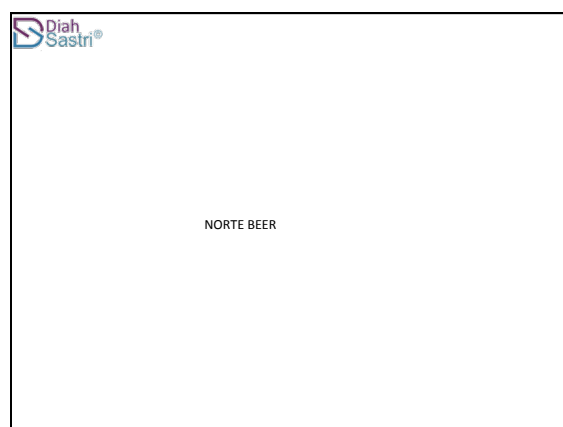
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Market Segmentation

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**





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-**





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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.



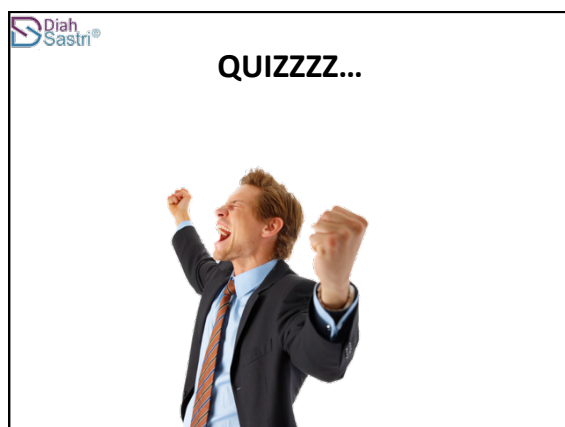
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Choosing the right competitive advantage

- 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



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