



- 1. segment the market,
- 2. target a single segment or series of segments, and
- 3. position within the segment(s)



Segmentation

- Analysis customers needs and behavior
- To find out similar needs and demonstrate similar buyer behavior
- To match groups of the same set of needs and buyer behavior (segment)
- the segments are often named and/ or numbered in some way
- homogeneous preferences
- diffused preferences
- clusters



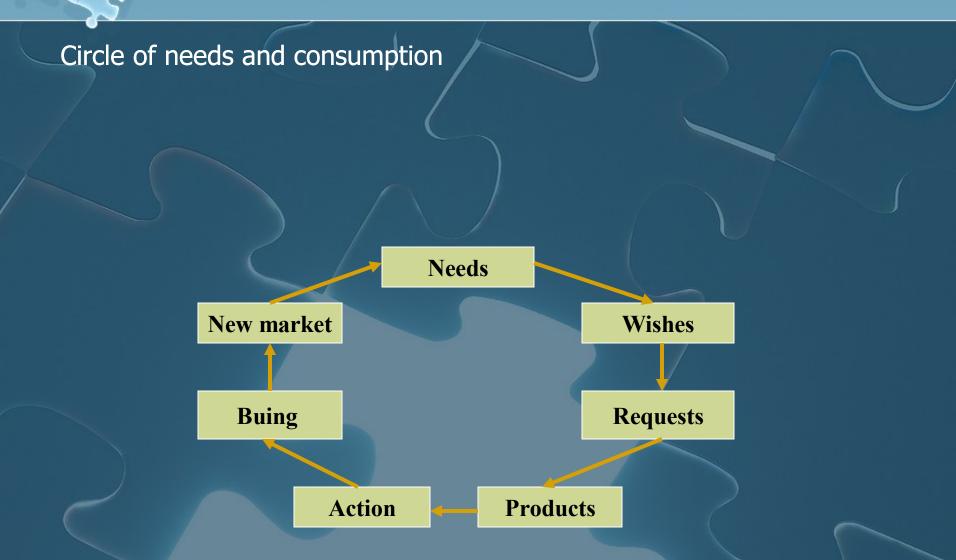
Customers needs

 Customers buy a product for solving some problem (need)

- Why do you need to buy a car?
 - Tell us about your needs.



Customer behavior





Consumer market segmentation

- by geography
 - where the customers live
- by psychographics
 - lifestyle or beliefs
- by socio-cultural factors
 - a social class, culture
- by demography
 - such as age, sex, etc.
- buyer behavior
 - how often they buy the product, who they buy with

Goal of segmentation is:

Goal of segmentation is:

- To identify groups of similar customers and potential customers;
- To prioritize the groups to address;
- To understand their behavior;
- To respond with appropriate marketing strategies that satisfy the different preferences of each chosen segment.
- = to improve business performance (profit)



Targeting

= choosing which segments to address

Every segment should be:

- Different is it distinct from other segments (different segments have different needs)?
- Homogeneous is it homogeneous within the segment (exhibits common needs)?
- Viable the potential growth of the segment; how big the segment is; Is it possible to make a profit?
- Accessible Is it easy to get the segment?
- Measurable Is it possible to obtain real data?



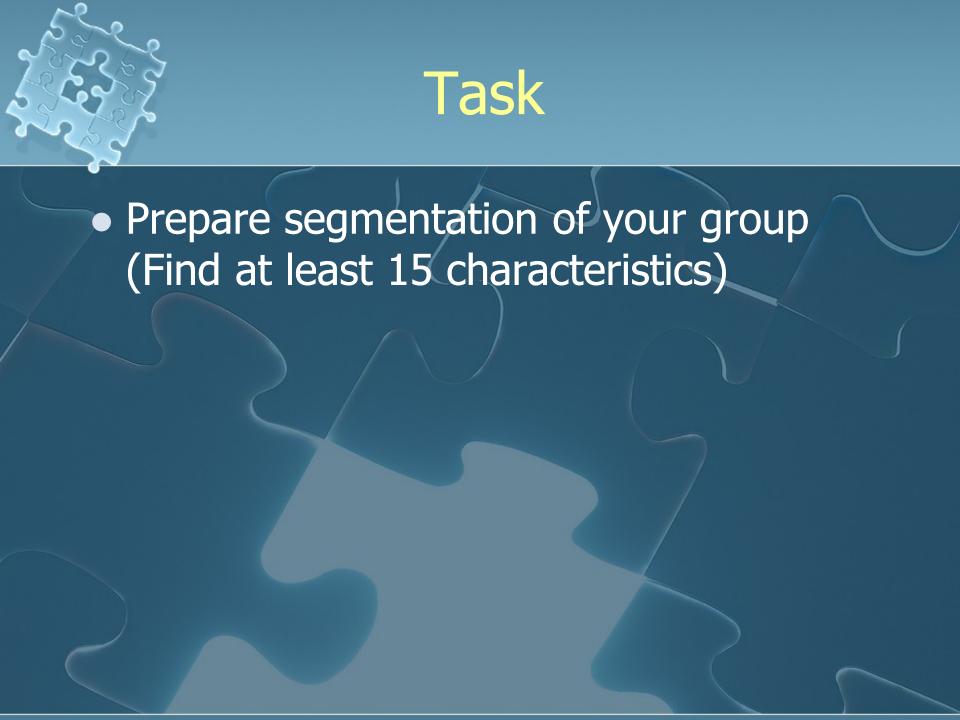
Positioning

 designing an appropriate marketing mix (product, place, price, promotion) for each segment

= company should have different strategy for every segment

Segment concentration

- 1 segment concentration
- Selective specialization
- Product specialization
- Market specialization
- Full market specialization







Silent generation

- generation born during the Great Depression and World War II.
- generation born from 1925 to 1945
- found its characteristics as:
 - grave and fatalistic,
 - conventional,
 - possessing confused morals,
 - expecting disappointment but desiring faith, and
 - for women, desiring both a career and a family.



Baby boomers

- born during the demographic Post-World War II baby boom
- generation born from 1946 to 1964
- found its characteristics as:
 - economic power,
 - their life experiences, which include the rise of television and electronic mass media,
 - high level of education, and
 - the large number of women who chose fulltime careers in the workplace



Generation X

- generation born after the baby boom
- generation born from 1965 to 1977
- found its characteristics as:
 - more individualistic than previous generation
 - more sceptic and media-wise



Generation Y

- known as the Millennial Generation or Generation Next or Net Generation
- generation born from 1978 to 1994
- found its characteristics as:
 - trend toward smaller families in developed countries continued
 - marked by an increased use and familiarity with communications, media, and digital technologies



Millennials

- generation born from 1995 to 2010
- found its characteristics as:
 - have developed work characteristics and tendencies from doting parents, structured lives, and contact with diverse people.
 - working in teams and want to make friends with people at work

Who is a customer?

Bio products



• cosmetics L'ORÉAL



instant soup or food



Nike shoes



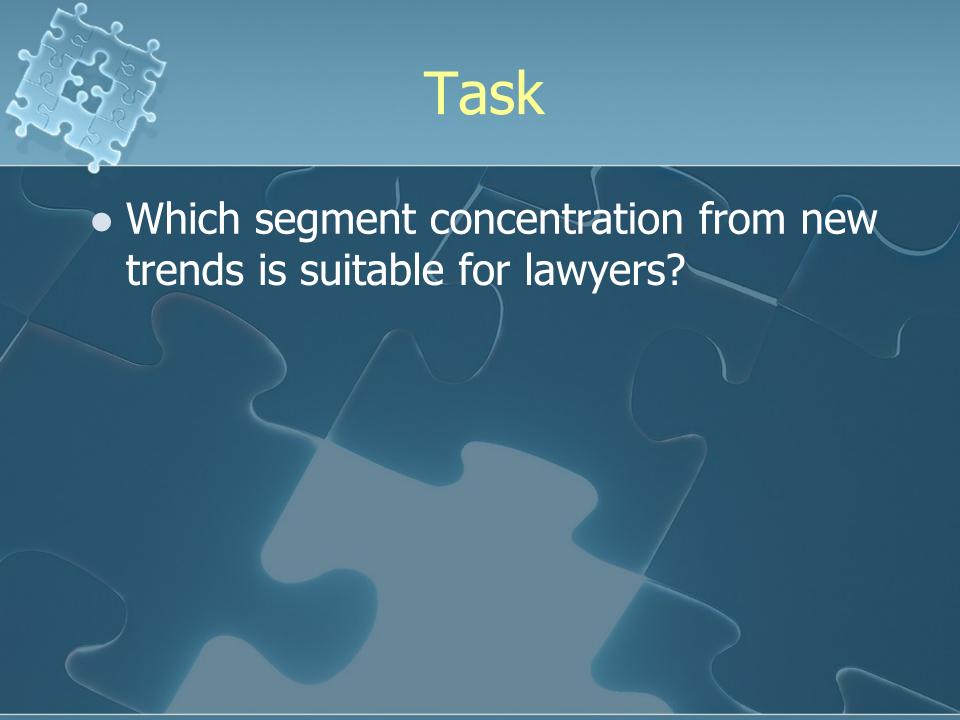


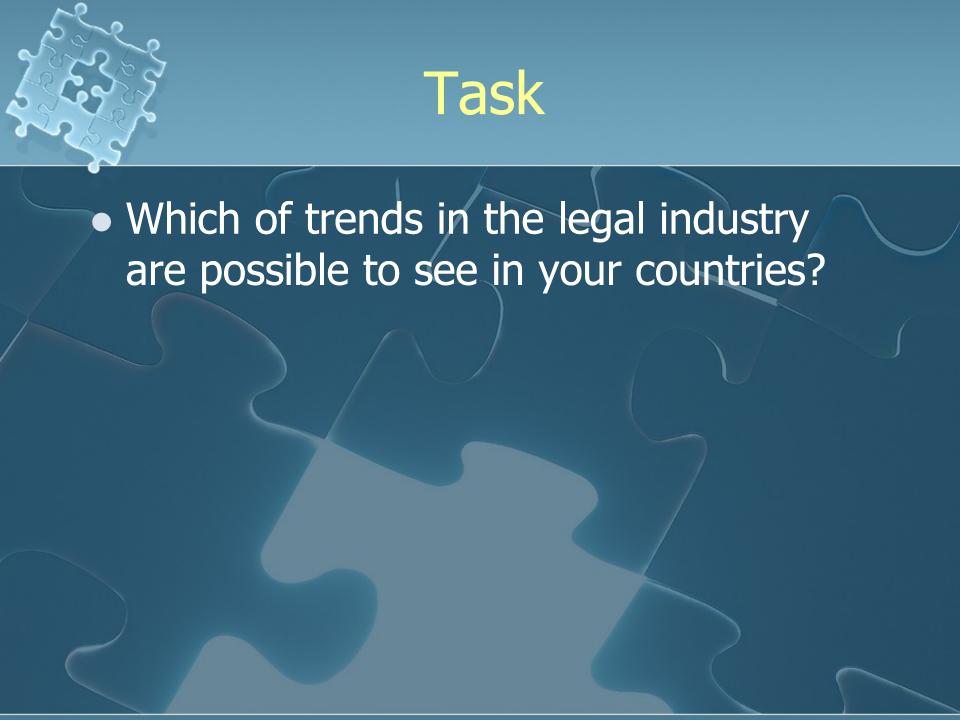
New Trends 1

- Age structure
 - older people segment Young old (medicaments, cosmetics, special offers for this segment – trips...)
- Size of household
 - smaller households, a lot of unmarried (size of packages)
- Income structure
 - great polarization of income (luxury goods x cheap goods)
- Structure of workers
 - great rate of working woman
 - question: family or careers (products increasing comforts, Household products make life a lot easier)

New Trends 2

- Price orientation
- Quality orientation
- Price and Quality orientation
- Health and beauty orientation
- Adventure orientation
- Internet orientation
- Comfort orientation







• Find out usually price paid for lawyers (legal act) in your country and make comparison with the lawyers in the Czech Republic.

Ways how to create the price

- Know the market
 - It is necessary to find out how much customers will pay, as well as how much competitors charge
- Cost-plus or value-based
 - Cost-plus pricing involves adding a "mark-up" percentage to costs, which will vary between products, businesses and sectors.
 - Value-based pricing is determined by how much value customers attach to the product.
- According to the real costs
 - creating the calculation
- Consider cost-plus pricing
 - This is usually expressed as a percentage of breakeven
- Add other influences on price
 - How will charging VAT have an impact on price?
 - different prices for different regions.
- Change according to change of market or costs
 - The price should be to optimal for customers

