



- 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

#### Task

- Types of Services Attorneys Can Provide:
  - Consultation for legal information and advice
  - Consultation to review documents (such as agreements, leases, wills, corporation documents, do-it-yourself court forms)
  - Mediation, arbitration, or other third party services
  - Preparation of documents
  - Representing clients in negotiations (possibly under "collaborative lawyering" agreement where both attorneys withdraw if either side chooses to litigate)
  - Representing clients in court, arbitration, administrative and legislative hearings

#### • Type of Area Law:

- Constitutional Law
- State Law
- Administrative Law
- Civil Law
- Criminal Law
- International and EU Law
- Commercial Law
- Financial Law
- Labour Law and Social Security Law
- Environmental Law and Land Law



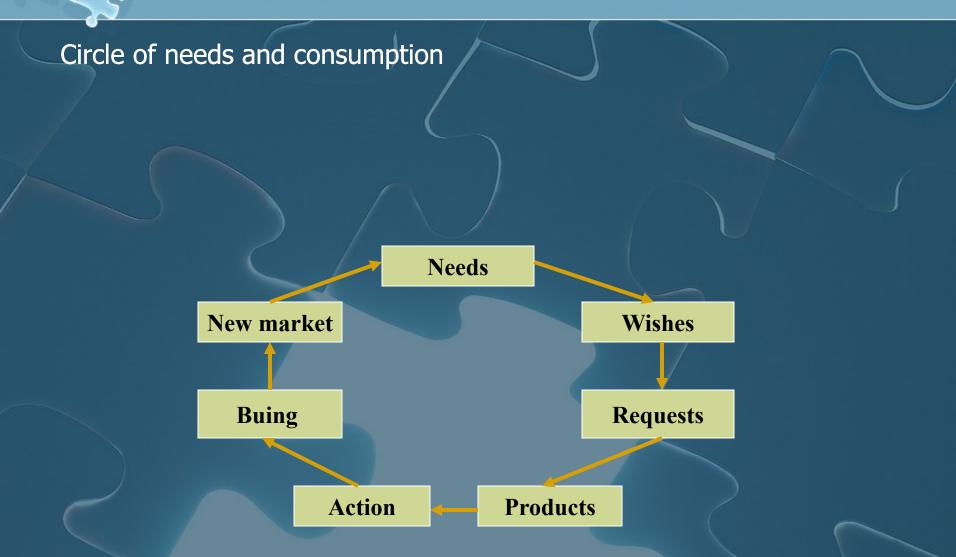
#### Customers needs

 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 women
  - 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

