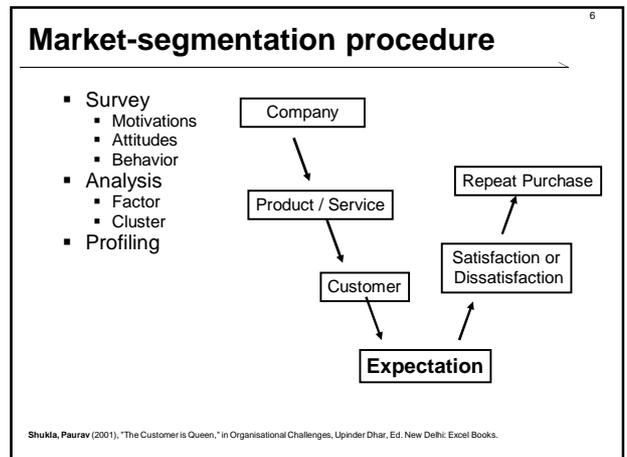
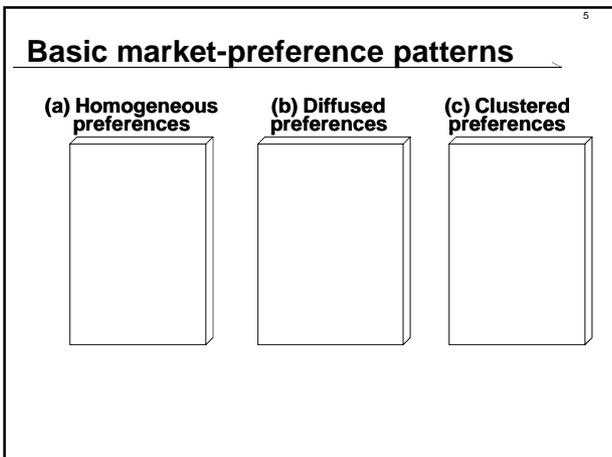
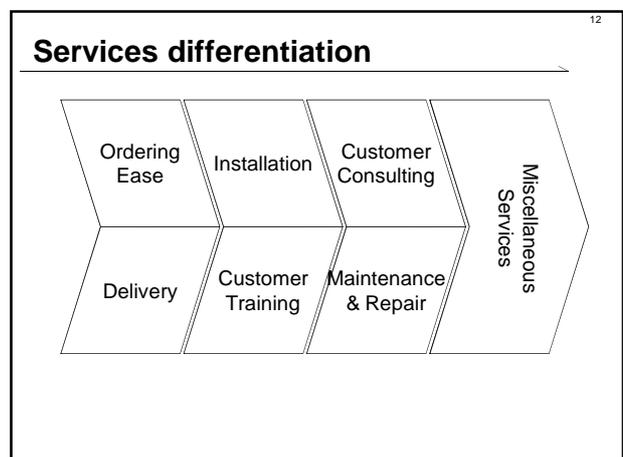
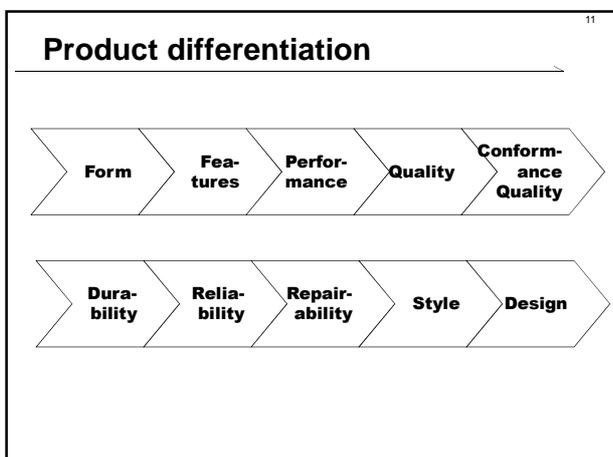
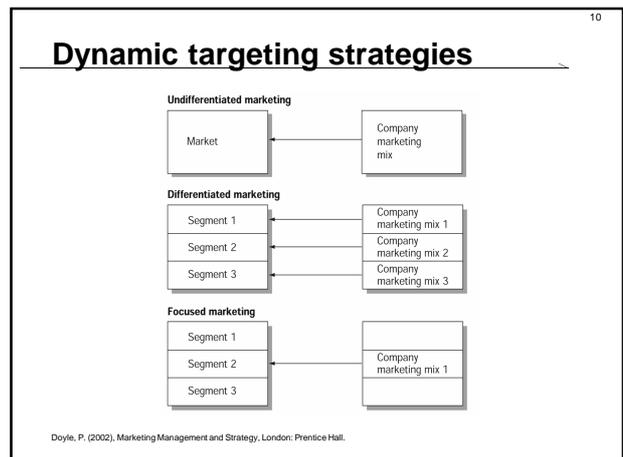
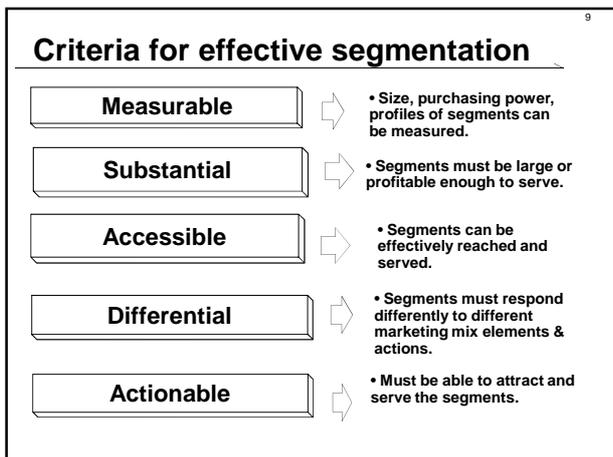
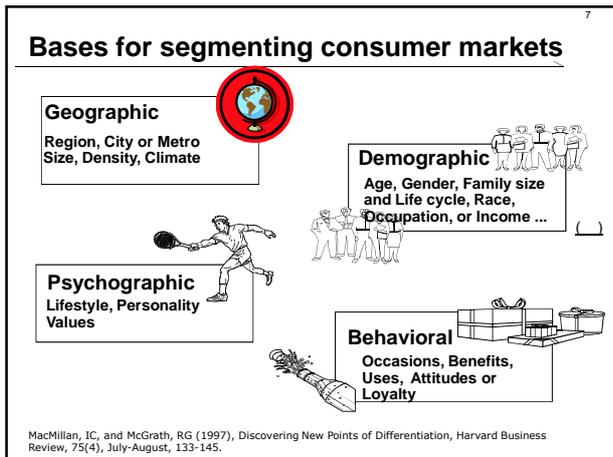
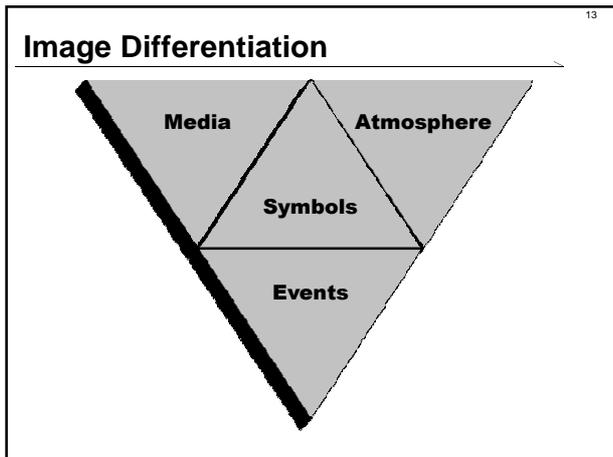


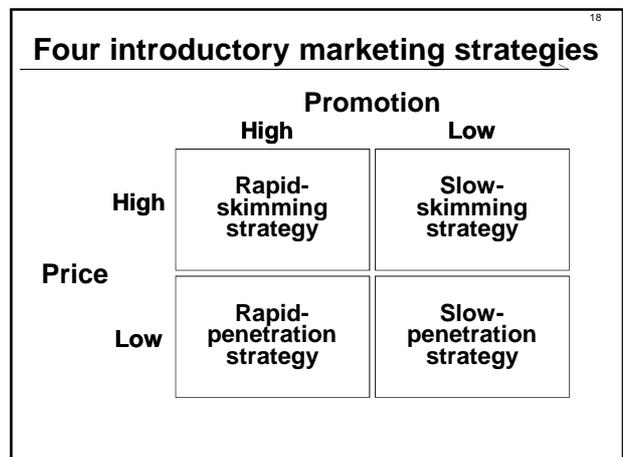
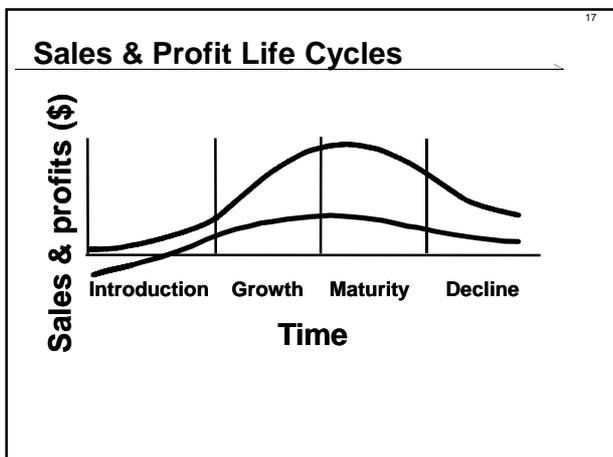
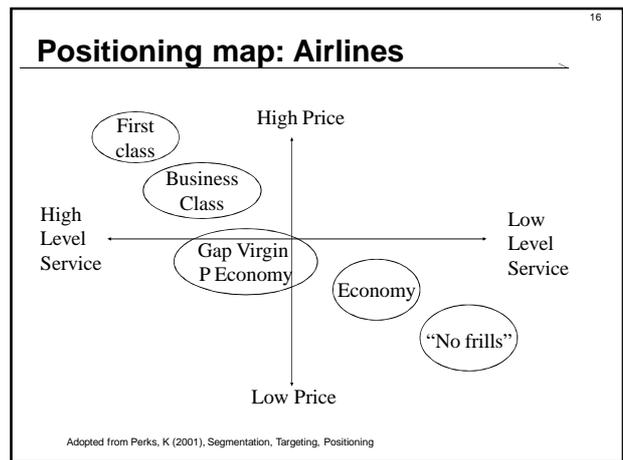
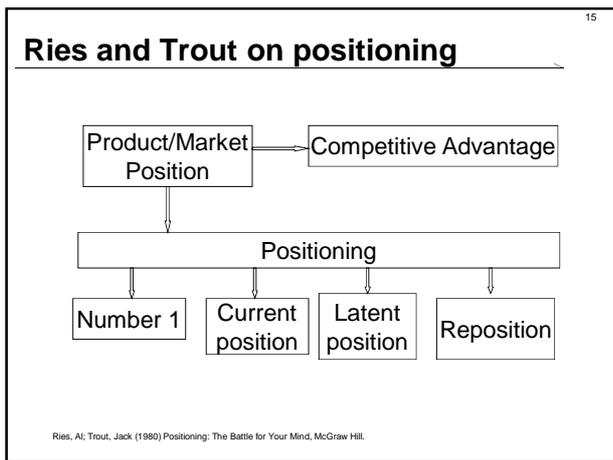
- ### Why segmentation?
1. Better matching of customer needs
 2. Enhanced profits
 3. Enhanced opportunity for growth
 4. Retain customers
 5. Targeted communications ()
 6. Market segment share







- ### The drivers of future
- Personnel drivers
 - Competence, Courtesy, Credibility, Reliability, Responsiveness, Initiative, Communication
 - Channel drivers
 - Coverage, Expertise, Performance



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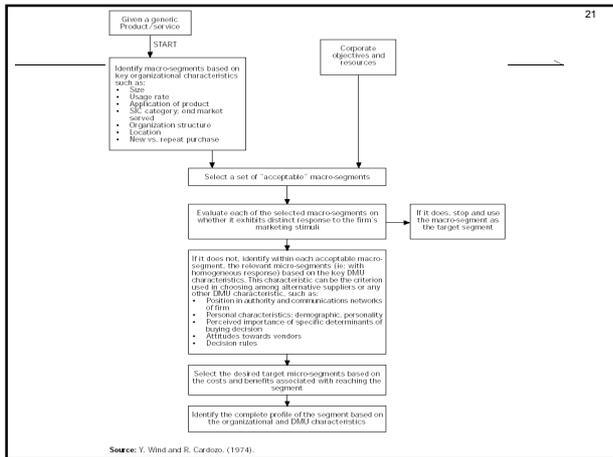
Maturity stage

- Market Modification
- Product Modification
- Marketing-Mix Modification

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Decline stage

- Increase investment
- Resolve uncertainties - stable investment
- Selective niches
- Harvesting
- Divesting



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Dibb & Simkin Model of Segmentation Implementation

- A: Core analyses (Now)
 - The existing situation
 - General trends/marketing environment
 - Strengths, weaknesses, opportunities, threats
 - Customer needs/expectations/buyer behaviour
 - Competitive positions/strategies
 - Brand or product positioning
 - Balance of portfolio
- B: Strategic thinking (The future)
 - Identification of new segmentation criteria/segmentation bases
 - Determination of new/revised market segments
 - Selection of new/revised target segments
 - Determination of brand positioning strategies

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Dibb & Simkin Model of Segmentation Implementation

- C: Implementation programs (How)
 - Marketing programs
 - Product range and portfolio
 - Pricing and payment issues
 - Promotional strategies and tactics
 - Distribution and control
 - Service levels and personnel
 - Salesforce
 - Internal communications and organization
 - Resources and scheduling
 - Budgets
 - People and responsibilities
 - Activities
 - Ongoing requirements
 - Product/brand development
 - Marketing research
 - Training
 - Communications
 - Monitoring performance

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MOSAIC group H: Stylish singles

- Nearly 1.3 million households, representing 5.4% of all UK households
- 2.8 million people in this group
- Students and young professionals
- First time openers of savings accounts and mortgage accounts
- Like weekend breaks to European capital cities
- Prefer The Guardian, The Independent, and The Observer
- Television viewing is light: current affairs and late films preferred
- Shop for the food at convenience stores late in the day
- Convenience more important than price
- Prefer the city to the outer suburbs
- Enjoy living in diverse, cosmopolitan, multicultural environment
- Big spenders on mobile phones, CDs, sports eqp. And PCs

Source: adopted from <http://www.uk.experian.com>