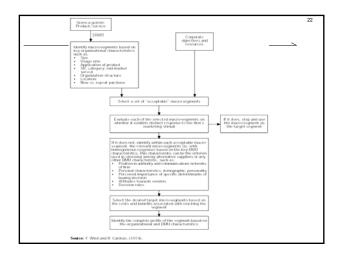


## Maturity stage Market Modification Product Modification Marketing-Mix Modification

Decline stage

Increase investment
Resolve uncertainties - stable investment
Selective niches
Harvesting
Divesting



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

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

## **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
- 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 stored 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



## Some really interesting papers

- Assael, H. (2005) 'A demographic and psychographic profile of heavy internet users and users by type of internet usage', *Journal of Advertising Research*, 45(1): 93-123.
- Okazaki, S. (2006) 'What do we know about mobile Internet adopters? A cluster analysis', *Information & Management*, 43(2): 127-141.
  Yankelovich, D. and Meer, D. (2006) 'Rediscovering market segmentation', *Harvard Business Review*, 84(2): 122-131.
- Rangan, VK, Moriarty, R. and Swartz. G. (1992) 'Segmenting Customers in Mature Industrial Markets,' Journal of Marketing, 56(4), 72-82.
- Cahill, D. (1997) Target Marketing and Segmentation: valid and useful tools for marketing, Management Decision, 35 (1), 10-13.
- Hassan, S., Craft, S. Kortam, W. (2003) Understanding the new bases for global market segmentation, Journal of Consumer Marketing, 20 (5), 446-462.
- Dibb, S. and Simkin, L. (1997) A program for implementing market segmentation, Journal of Business and Industrial Marketing, 12 (1), 51-65.